Birmingham, Ala.,
News Digest,
July 6, 1939-

INSURANCE- 1939
LIFE

ALABAMA

The Finest in The United States For Negroes

New Home Office of Booker T. Washington Insurance Company

The largest and strongest company in Alabama, selling funeral protection to Negroes only and giving employment to more Negroes than any company of its kind in the state.

IT WILL PAY YOU TO INVESTIGATE TODAY!

Phone our office and a representative will gladly call on you.

A 100% NEGRO ORGANIZATION INCORPORATED UNDER THE LAWS OF ALABAMA

With the required securities on deposit for the full protection of each policyholder.

A legal reserve company issuing a policy that pays claims either in cash or funerals and allows a discount on all funerals of members who die out of benefits.

Air-Conditioned Throughout

☆ ☆ ☆

ISSUING POLICY WITH TOTAL DISABILITY AND CASH SURRENDER CLAUSES

The Cost Of Our Funerals Is A Matter Of Your Own Choice

IN THE EVENT OF DEATH

Call—**SMITH and GASTON** *First*

Alabama's Leading Funeral Directors

1530 5th Avenue, North **Phone 4-3581**

Dothan, Ala. Eagle
May 2, 1939

Regulation Of Negro Insurance Firms Aim

J. J. Flowers, Sr., vice presiden of the Dothan Bank & Trust Co. today asked City Commission to regulate Negro insurance companies operating in Dothan in order to prevent disreputable companies from defrauding policy holders.

The banker declared that over a period of years that several Negroes employed by him had held policies with Negro companies and when they finally had a claim were refused payment.

Risher Is Appointed By Court

Action Outgrowth of Suit Filed By John R. Pinkett

(Special to Journal and Guide)

WASHINGTON, D. C. — Judge Peyton Gordon in the United States District Court last Monday appointed John T. Risher receiver for the National Benefit Life Insurance Company, ousting Gilbert A. Clark and Frank B. Bryan, Jr. white, who have been acting as receivers of the company since February 29, 1932. Mr Risher's bond was fixed at $50,000.

The order directed Mr. Risher to take over all assets of the company immediately and enjoined Mr Clark and Mr. Bryant from acting as receivers any longer and from interfering with Mr. Risher.

Judge Gordon held that the court was without jurisdiction to appoint Mr. Clark and Mr. Bryant in the suit brought by John R. Pinkett and that the suit of the Shaw-Walker Company, a judgment creditor, superseded the Pinkett suit and that the Shaw-Walker Company is entitled to a decree of dissolution of the National Benefit.

COURT'S ORDER

He also ruled that the Shaw-Walker Company and the Shine-All Sales Company, which was allowed to intervene as a judgment creditor, were entitled to a permanent decree enjoining the National Benefit and Mr. Clark and Mr. Bryant from collecting or receiving any debt due the company and from paying out or delivering to any person any property of the company, or from exercising any of the corporate rights and franchises of the National Benefit.

The findings of fact, filed by Judge Gordon, recited that Mr. Risher, a stockholder, was elected a director, chairman of the board of directors and president of the company on June 17, 1931, and is still a stockholder, director, chairman of the board, and president of the company.

Mr. Pinkett filed his suit on September 10, 1931, alleging that the National Benefit was insolvent. Daniel C. Roper, former Secretary Roosevelt was appointed temporary Roosevelt, was apponted temporary receiver on September 24, 1931.

NET ASSETS

Mr. Roper reported to the court on November 10, 1931, that the net value of the assets of the National Benefit was $2,738,419.07, including $141,195.62 in cash, and that its liabilities were $5,225,129.64, exclusive of a $250,000 capital stock liability.

A decree was entered on February 29, 1932, adjudging the National Benefit insolvent and appointing Mr. Clark and Mr. Bryan permanent receivers with full power to carry on the business.

In his findings of fact Judge Gordon refers to a deposit of $100,000 in bonds made with the commissioners of the District of Columbia by the National Benefit on December 14, 1925, for the benefit of policyholders.

Under an order of the court these bonds were turned over to Mr. Clark and Mr. Bryan as the proper persons to receive them. The court authorized them to sell the bonds on March 27, 1933, and pay Mr. Roper $15,000 for his services as temporary receiver, W. Gwynn Gardiner and South Trimble, Jr., $8,000 each and Benjamin S. Minor and H. Prescott Gatley $4,000 as counsel fees as attorneys for the temporary receiver.

Judge Gordon originally decided to appoint receivers in the Shaw-Walker case and oust Mr. Clark and Mr. Bryan on November 14, but before he signed an order a motion for a rehearing was filed by them. He denied their motion on December 10.

The Shaw-Walker Company obtained a judgment against the National Benefit in the Municipal Court on January 27, 1933, for $830.27. The Shine-All Company obtained its judgment for $161.25 on August 3, 1931. Both judgments are unsatisfied.

In his opinion Judge Gordon makes the distinction that Mr. Pinkett was not a creditor and did not come within the provision of the District of Columbia code relating to involuntary dissolution of corporations. He also pointed out that he did not represent a majority of the trustees, directors or other officers having the management of the corporation, or stockholders representing not less than one-third of the capital stock so as to bring himself within the provisions of the code relating to voluntary dissolution of corporations.

Mr. Pinkett sued in his own right for a receiver and dissolution, setting forth that the National Benefit was in financial straits due to mismanagement of certain former officers.

Mr. Risher was employed by Mr. Roper while he was temporary receiver. Upon the appointment of Mr. Clark and Mr. Bryan as permanent receivers he was discharged. He has ever since unrelentlessly opposed their acts as not being in the interest of the policyholders.

At the time of its failure the National Benefit had approximately $60,000,000 of insurance in force.

OPINION

How Was This Possible?

The allegation that nearly $2,700,000 of the original $3,000,000 of National Benefit Life Insurance Company assets have been dissipated in receivership proceedings is a startling disclosure.

Nothing like it has ever before happened in our generation.

Justice Peyton Gordon has named a new receiver to succeed the two white officials appointed in April, 1932, and some of the $300,000 left may be salvaged.

But we certainly do not understand how these assets, if they did exist, could have disappeared while the affairs of the company were still under the auspices of the courts. And not one cent, so far as we know, has been paid to policyholders.

INSURANCE- 1939
LIFE

FLORIDA

Dr. Mary E. Williams Directs Public Health Program In Florida

Well-Known Authority on Rural Public Health Problems and Former Director Health Service at Tuskegee, Is Director Public Health Department, Afro-American Life Insurance Company.

JACKSONVILLE, Fla., Nov. 9.—Dr. Mary E. Williams is receiving the praising plaudits of Floridians for her fine job of "selling health."

"Selling health" is just like selling any product, providing you know your merchandise. Dr. Williams knows health. Just now she is director of the Public Health Department of the Afro-American Life Insurance Company. She is teaching people how to live, how to keep well by observing the laws of hygiene and sanitation. She is putting over her work so marvelously that the Afro-American Insurance Company is asking her to extend her ideas of good health throughout their system, thus protecting their policy holders as well as policy holders.

Dr. Williams is considered an authority on health work. She was director of health at Tuskegee; holds a doctorate degree in public health work, and has been awarded two scholarships by the American Child Health Association and the Julius Rosenwald Fund to study at Simmons College and Harvard University schools of public health.

She has served the many States of the South in such a manner that she is in constant demand to conduct health seminars. Perhaps the most recent of these achievements was the health seminar at Philander Smith College at Little Rock, Ark., June past. In speaking of Dr. Williams, President M. LaFayette Harris said:

"Dr. Williams brought to us something in addition to information. She brought us an undying inspiration which promises to stimulate us into ceaseless effort to frankly face the Negro health problem of the State."

Dr. Williams is health director of the Alpha Kappa Alpha Health Project in the Delta Region of Mississippi, and holder of a loving cup for meritorious service in said effort. She has been praised by Mrs. Franklin D. Roosevelt, and honored by various national organizations for her ability and aggressiveness in her chosen field.

SELLS HEALTH

Dr. Mary E. Williams, director of Public Health and Welfare department, Afro-American Life Insurance company, Jacksonville, Florida.

Average Best In Two Years

Pilgrim Tops At 112 Per Cent For Brief Period

CHICAGO—(A N P)—Fourteen member companies of the National Negro Insurance association reported unusually high percentages of collections for a five-week period, October 31 to December 3, 1938, designated as the National Negro Conservation and Collection Drive.

The drive was first inaugurated in 1936, according to J. G. Ish, Jr., agency director of the Supreme Liberty Life Insurance company and chairman of the 1938 drive.

The idea of putting special stress on collections near the close of the year has been well received by the member companies and promises in time to become as effective and as widely known as National Negro Insurance week, which emphasizes production and is held in the spring of each year, according to Mr. Ish.

The following companies reported industrial collection percentages ranging from 125 percent to 82 percent: Pilgrim Health and Life Insurance Co., United Mutual Benefit Association; Richmond Beneficial Insurance Co., Central Life Insurance Co., Great Lakes Mutual Insurance Co., Virginia Mutual Benefit Life Insurance Co. Southern Aid Society of Virginia Inc., Louisiana Industrial Life Insurance Co., Federal Life Insurance Co., Booker T. Washington Burial Insurance Co., North Carolina Mutual Life Insurance Co., Supreme Liberty Life Insurance Co., Domestic Life and Accident Insurance Co., and Fireside Mutual Insurance Co.

Three companies also reported exceptionally high ordinary collections. They are the Pilgrim, 112 percent; United Mutual, 93.5 percent; and North Carolina Mutual, 94 percent.

14 INSURANCE COMPANIES WIN DRIVE HONORS

Fourteen companies have won honors in the second annual collection drive conducted by the National Negro Insurance Association, according to announcement of returns by J. G. Ish, Jr., chairman of the drive. Mr. Ish's report covered the drive period from October 31 to December 3, last and listed the following companies as reporting Industrial collection percentages ranging from 125 per cent to 82 per cent.

Pilgrim Health and Life, Augusta, Ga.; United Mutual, New York; Richmond Beneficial, Richmond, Va.; Central Life, Tampa, Fla.; Great Lakes Mutual, Detroit; Virginia Mutual, Richmond; Southern Aid, Richmond, Va.; Louisiana Industrial, New Orleans; Federal Life, Washington, D. C.; B. T. Washington Burial, Fairfield, Ala.; N. C. Mutual, Durham; Supreme Liberty, Chicago; Domestic Life, Louisville, Ky.; Fireside Mutual, Columbus, O.

The three companies reporting exceptionally high Ordinary collections were: Pilgrim Health, 112 per cent; United Mutual, 93.3 per cent; N. C. Mutual, 94 per cent.

National Insurance Journal Publishes Blayton's Article

In the February issue of the "Insurance Counsellor", which carries addresses and research projects by members of the National Negro Insurance Association, appears an article by Jesse B. Blayton, professor of accounting at Atlanta University and president of the Atlanta Negro Chamber of Commerce.

The article is entitled "Some Common Characteristics of Life Insurance and Banking".

During the first week in March, Mr. Blayton will be on the campus of Howard University, in Washington, D. C., where he will address students and faculty of the School of Business on "An Appraisal of Business Establishments Operated by Negroes".

In the course of his visit, Mr. Blayton will speak at seminars arranged by commercial departments in the various high schools.

He will deliver an address also before the Washington Chapter of the National Association of Accountants.

WORTH NOTING

"Negro Insurance companies employ more than 8,000 colored people; they have more than 1,750,000 policies in force; They have more than $300,000,000 of insurance in force; their annual income totals more than $16,000,000.

Against this record place just one fact about the largest insurance company in the world, the Metropolitan Life. The Metropolitan Life according to testimony given by one of its officials before the New York commission investigating conditions among the urban colored people, has more than 20,000 employes. Not a single one of these employes even a janitor or elevator operator or messenger is a Negro.—Crisis Magazine.

Our Insurance Companies Grow

A STATEMENT issued by The North Carolina Mutual Life Insurance Company shows that the 24 companies reporting at the recent meeting of the National Negro Insurance Association had a 12 million dollar premium income, approximately one-fourth of which was collected from new policyholders. This shows that our insurance companies are holding old business and writing new, reflecting an encouraging situation, not only for the companies, but for the race. Despite many economic disabilities, we are still carrying insurance and seeking additional protection and investments in this field.

The continuing years of depression left their impact upon all organized forms of saving and investment and none stood up better than insurance. The companies reporting at the Los Angeles meeting showed 9.22 per cent increase in surplus over the previous year. This represented an increase of nearly two million dollars in reserves. While all of the companies did well, the North Carolina Mutual Life, one of the best known, and the largest in the south Atlantic states, operating from Pennsylvania to South Carolina inclusive, was able to show admitted assets of five and a half million dollars, a substantial increase over the previous year. During the first six months of 1939, the company reports, new business amounting to 12 million dollars has been written on the lives of 92,812 individuals. This shows a lively pick-up in business and indicates marvellous economic stamina in the Negro race. It reflects, moreover, growing confidence on the part of members of the race in our insurance companies.

Should Prove A Stimulus

Representatives of colored insurance companies operating in the District have protested the publication of a news story in the last issue of the Washington Tribune.

The story appeared under the caption "SEC Will Probe Insurance Racket, Person Allen Say" and included a quotation from a syndicated article of Drew Pearson and Robert S. Allen of October 30.

The columnists referred directly to a report of the Securities and Exchange Commission which is now nearing completion, and claimed that "some of the biggest insurance com- Racket, Pearson Allen Say" and involved" as sellers of burial insurance of little or no value.

Obviously the term "biggest insurance companies in the country" can hardly include any colored company. Moreover, the expose of the so-called "insurance racket" among white companies should prove a stimulus for colored policy writers among their own race.

There is apparently no evidence that the colored companies use the high pressure salesmanship of which complaint is made. Certainly no Negro insurance agent could be guilty of the unkind and impolite treatment which the policyholders frequently receive from white collectors. This may escape the notice or comment of the federal probers, but it is common knowledge among the city's colored populace.

In fact the courtesy of the colored insurance agents has shown some of the other collectors that courtesy and respect are the price they must pay for continued Negro patronage.

The Federal Life Insurance Company of Washington, North Carolina Mutual Life Insurance Company, Southern Aid Society of Virginia, Supreme Liberty Life Insurance Company, and the Victory Life Insurance Company should suffer loss of neither business nor prestige as a result of the current probe. Not one of these companies sells any burial insurance or issues any policy that does not contain a surrender value, paid-up value, or an extended value as required by the laws of the insurance departments of the several states.

J. B. DEANS
North Carolina Mutual Life Insurance

RICHARD A. COOPER
Provident Home Beneficial Society

J. ROBERT SAXON
Union Mutual Association

JOHN C. ASBURY
Keystone Aid Society

Four local Negro-managed companies—the Keystone Aid Society, North Carolina Mutual Life Insurance Company, Provident Home Beneficial Society and the Union Mutual Association—gave a practical demonstration of cooperation last month, when they joined in National Negro Insurance Collection Month.

In a joint statement, the managers of the four companies declared:

"This type of group cooperation cannot be measured merely by the dollars and cents that were collected, as the most valuable results obtained were those intangibles that definite valuation cannot be placed upon. For instance, a better policyholder relationship which is truly an outgrowth of all the Negro representatives preaching the same gospel. Another is a better understanding between the representatives of all Negro managed companies; and still another is that confidential feeling of good will of policyholders toward their agents and agents toward their policyholders.

"When the public cooperates in the manner in which they did during this 'Collection Month Drive' it simply proves that race people are genuinely interested in their insurance companies. They tell these Negro managed companies by their actions that their efforts are being put forth in the right direction, and to keep on keeping on."

INSURANCE-1939
LIFE

GEORGIA

$800,000 Paid To Policyholders Atlanta Life Stockholders Hear

Important Promotions Made As Annual Meeting Is Held; President Herndon Presides

By E. M. MARTIN

The 1939 Annual Meeting of Stockholders and Directors of Atlanta Life Insurance Company was one of the best in the history of the Company. President-Treasurer N. B. Herndon presided. Officers and Directors reported all previous records for growth and development broken in a great forward march.

PRESIDENT-TREASURER REPORT

The outstanding feature of the meeting was the report of President-Treasurer, N. B. Herndon and his heart to heart talk with the Stockholders. President Herndon stated in part: "I am proud to attend another Stockholders meeting and to be associated as President-Treasurer with such a fine group of officers, for Atlanta Life can not be greater than the men who direct it and the men who make up its working staff.

"The wonderful growth and fine reports for the year 1938 are due to the excellent spirit of loyalty and cooperation on the part of 1004 full time workers in nine states and the increasing confidence of the general public, attested by 300,000 policyholders representing two per cent of the entire Negro population here in America. I want every officer, every employee, and every policyholder tto know that I appreciate the contribution of each and every one from the humblest employee or member up to the largest manager and policyholder.

"It is true that we have 50 millions of insurance in force but my greatest joy lies not in this, but rather in the fact that throughout the years we have paid millions of dollars in claims, to members promptly and on time. In 1939, we paid living policyholders in cash values, in loans, in matured Endowments, in Disability claims, in Dividends on policy contracts $397,798.99. We paid death claims to the amount of $403,968.00 making a total of $801,785.89 to policyholders and beneficiaries.

"I know that both you and the general public will be glad to know that after putting up adequate reserves for any and all liabilities, the Company has a Capital and Surplus of $980,850.32, guaranteeing additional safety to 300,000 policyholders and 1004 employees, for the real strength of a Company lies, not wholly in the size of assets but also in their quality and in capital, and surplus.

"As Stockholders and Officers, we must not allow a little success to go to our heads or make us proud and conceited. The greater the success, the greater the problem, requiring greater conseiration and deeper and more careful procedure. Too often, in the past with many institutions, a little success has meant an end of real work and an era of boasting and glory in the greatness of the Company. Let out glory be in efficiency in square dealing with our fellowman and in the promptness and cheerfulness in settlement of our claims.

"As a people, we have not scratched the surface of our economic possibilities here in America, either in the field of Insurance or any other Business field. If we are to remain in the front lines of the Insurance Business, regardless of Race, then our entire Organization has got to stay fit physically, mentally and spiritually and meet the competition of the new era in which our country and the world has now entered.

Although we have done well, we must not rest on past achievements; we must go forward and that advance must be based on hard work, on the part of an intelligent, alert, thorough, capable and courteous organization, dedicated and consecrated to the highest and noblest in the business world. We must demonstrate to the world that Negroes are capable of handling great business Organizations and handing them down to posterity safe sound and secure. The president again thanked one and all and pledged his earnest support in carrying Atlanta Life to still higher goals of achievement in years to come.

He then presented a detailed financial statement of accounts for the year showing growth in all departments of the work.

REPORT OF SECRETARY

Secretary E. M. Martin stated that Atlanta Life had never, in its entire history, placed a lien on any policy contract or requested any policyholder to take a reduction of any kind or description on any just Claim and on the other hand it had come to the rescue of some other company almost every year. guaranteeing their contracts and preserving them for the race. He presented charts showing in detail the growth and dtvelopment of the company. The total income of the company was reported as $2,417,522.35 and admitted Assets of $3,390,403.54.

He reported that the investment port-folio of Atlanta Life represented one of the best in America regardless of race or color, that the net yield on the mean of invested assets was 4.06 per cent. The founder of the company adhered religiously to this principle. So vital did he, the founder consider this phase of the bus[illegible] he sent his son to Harva[illegible]here he specialized in the [illegible]ments of Insurance Compani[illegible], receiving the degree of Master of Business Administration. Is it any wonder head of Atlanta Life and its inhead of Alanta Life and its investment department that it portfolio of Assets rank among the best in America regardless of race?

A NEW VICE PRESIDENT

H. W. Russell, nationally known and loved, a race leader in both church and civic affairs was honored by elevation to the post of third vice-president.

The career of Dad Russell, as he is lovingly known all over the country, is worthy of the praise and emulation of every school boy His rich practical philosophy, his knowledge of humanity, his sincere interest in and contribution to the church and civic affairs locally and nationally singled him out as a man thoroughly worthy of sitting on the Board of Directors of the Company For more than twenty years Dad Russell has rendered the highest type of service to Atlanta Life, serving successfully as District Representative, Claim Adjuster, State Supervisor Assistant Director of Agencies Member of the Board, and now the added honour-3rd vice president.

A NEW DIRECTOR

Lieutenant Geo. W. Lee as he is generally known, is a graduate of Alcorn A. and M. College of Alcorn Mississippi. He was a Lieutenant in the World War and saw active service in France.

Lieutenant Lee is a nationally known Author, Lecturer and student of Negro Life. His books "Beale Street" and "River George" were favorably commented upon by a large portion of the liberal press of the nation.

Mr. Lee is the author of the theme song of Atlanta Life and has done much to inspire the organization not only at Memphis but generally.

Is it any wonder that the stockholders chose Lieutenant George W. Lee to hold a chair on its Board?

Greeting and words of congratulation were brought from A. F. Herndon second, of the St. Louis District and other stockholders both in and out of the city.

The stockholders elected following directors unanimously: N. B Herndon, Mrs. A. F. Herndon, L. H. Haywood, E. M. Martin, H. W. Russell, W. H. Russell, W. H. Smith, G. W. Lee, A. F. Herndon II, F. A. Toomer.

In the directors meeting immediately following the stockholders' meeting the following officers and staff were unanimously elected for the ensuing year:

OFFICERS AND STAFF

N. B. Herndon, president; Mrs. A. F. Herndon, first vice-president; L. H. Haywood, second vice-president, director of agencies; H. W. Russell, third vice-president; F. A. Tiomer, auditor; W. H. Smith, asst. secretary and cashier; C. C. Cater, medical director; H. W. Russell, asst. agency director; Cyrus Campfield, asst. agency director; Charles W. Greene, asst. agency director; C. N. Walker, asst. agency director; W. C. Thomas, manager ordinary department; H. L. Conley, manager, printing department.

Were Promoted

H. W. Russell, top, who at the recent board of directors and stockholders' meeting of the Atlanta Life Insurance Company was promoted to third vice president, while G. W. Lee, pictured below, was made a new director.

HE'S NOT SATISFIED

The other day a group of Negroes met in a room in Atlanta, Ga., and the gentleman occupying the chair declared:

"As a people, we have not scratched the surface of our economic possibilities here in America, either in the field of insurance, or any other business field."

The speaker was N. B. Herndon, President-Treasurer of the Atlanta Life Insurance Company and his listeners were the stockholders and directors of that giant company gathered in annual meeting.

Mr. Herndon's company has 1,004 full time workers in nine States; 300,000 policyholders; $50,000,000 worth of insurance in force; paid out last year $801,785.89 to policyholders and beneficiaries; has a capital and surplus of $830,850.32; total income of $2,417,522.35, and assets of $3,390,403.54. And yet he and his colleagues are not satisfied, not ready to sit back and fold their arms and admire their record.

Mr. Herndon says, "We have not scratched the surface of our economic possibilities."

Mr. Herndon is correct. Compared to what we could do, we are not doing anything; and if Mr. Herndon and his associates are dissatisfied, by what right can other Negroes sit down complacently and pat themselves on the back.

The besetting sin of our group has been getting satisfied too soon.

We have been too ready to "call it a day" as soon as we got a little ahead of The Wolf, and consequently have too often failed to build up those surpluses and reserves necessary for the strengthening and expansion of any people in the economic field.

As long as there is a single field of investment and enterprise touching our group which is in the hands of other people, we should, like N. B. Herndon, not be satisfied with our business progress.

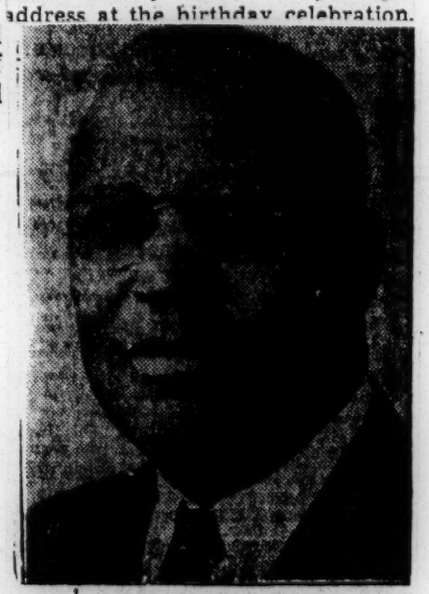
Business Boost Comes As Pilgrim Men Honor Head

AUGUSTA, Ga., Dec. 1.—Vice President and General Manager W. S. Hornsby of The Pilgrim Health and Life Insurance Company has just announced that the Ordinary Birthday Shower in honor of the company's President, Mr. S. W. Walker was most successful. November 15 was Mr. Walker's birthday. The company asked its agancy force for $500,000.00 of ordinary applications. Great interest was manifested by the three state agencies and when the state managers, district managers and agents who had qualified for the trip met in Atlanta, Ga., November 18 for the celebration, it was found that the company had written $601,500.00 of new business.

Greatest Drive

This was the greatest drive ever launched by The Pilgrim. Great credit must be given to C. B. Nichols, state manager of Georgia, who had charge of the drive; J. M. Hinton, state manager of South Carolina and C. R. Williams, state manager of Alabama. The meeting in Atlanta was most enthusiastic. President Walker received telegrams of congratulations, flowers, trophies, cups and other gifts.

Dr. D. H. Stanton of the American Bible Society made the principal address at the birthday celebration.



S. W. WALKER

A. M. Carter, comptroller, made the presentation address. President S. W. Walker responded.

Other speaners were: Dr. T. W. Josey, the company's medical director, Rev. W. R. Mack of Augusta, Ga., Messrs. J. C. Johnson, C. R. Williams, J. M. Hinton, Wilborn and James Walker. Second Vice President J. Thomas Walker presided.

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A NEW DIRECTOR

Lieutenant Geo. W. Lee as he is generally known, is a graduate of Alcorn A. and M. College of Alcorn Mississippi. He was a Lieutenant in the World War and saw active service in France.

Lieutenant Lee is a nationally known Author, Lecturer and student of Negro Life. His books "Beale Street" and "River George" were favorably commented upon by a large portion of the liberal press of the nation.

Mr. Lee is the author of the theme song of Atlanta Life and has done much to inspire the organization not only at Memphis but generally.

Is it any wonder that the stockholders chose Lieutenant George W. Lee to hold a chair on its Board?

Greeting and words of congratulation were brought from A. F. Herndon second, of the St. Louis District and other stockholders both in and out of the city.

The stockholders elected following directors unanimously: N. B. Herndon, Mrs. A. F. Herndon, L. H. Haywood, E. M. Martin, H. W. Russell, W. H. Russell, W. H. Smith, G. W. Lee, A. F. Herndon, II, F. A. Toomer.

In the directors meeting immediately following the stockholders' meeting the following officers and staff were unanimously elected for the ensuing year:

OFFICERS AND STAFF

N. B. Herndon, president; Mrs. A. F. Herndon, first vice-president; L. H. Haywood, second vice-president, director of agencies; H. W. Russell, third vice-president; F. A. Tiomer, auditor; W. H. Smith, asst. secretary and cashier; C. C. Cater, medical director; H. W. Russell, asst. agency director; Cyrus Campfield, asst. agency director; Charles W. Greene, asst. agency director; C. N. Walker, asst. agency director; W. C. Thomas, manager ordinary department; H. L. Conley, manager, printing department.

Were Promoted

H. W. Russell, top, who at the recent board of directors and stockholders' meeting of the Atlanta Life Insurance Company was promoted to third vice president, while G. W. Lee, pictured below, was made a new director.

SUPREME LIBERTY LIFE WORTH $2,261,564.83

CHICAGO, Ill.—(C)—The Supreme Liberty Life Insurance Company, 3511 South Parkway, "the largest Negro business enterprise in the North," now has assets of $2,261,564.83, as of December 31, last, according to the annual report, just released by Harry H. Pace president. The company gained $139,456.10 in assets during the past year, and gained $2,552,297 insurance in force. The company has paid to policy holders $3,611,882.21 since its organization.

Victory Mutual Life Insurance Co.

Dec 4-30-39 Chicago Ill

Statement of The Condition at Dec. 31, 1938

OUR ASSETS — To Which Policyholders Must Look For Protection

CASH IN OFFICE AND DEPOSITS IN BANKS			$ 32,723.77
This is the amount of cash in all banks in different cities available for immediate payment of claims or other demands.			
BONDS AND STOCKS			169,923.14
U. S. Government	$119,926.97	Industrial	$41,361.02
State and Municipal	3,956.07	Industrial Stocks	4,679.08
MORTGAGE LOANS ON REAL ESTATE			83,236.72
First mortgages on improved city property for not more than than 50% of appraised value			
POLICY LOANS AND LIENS			193 845.94
The amount loaned to policyholders on their policies.			
REAL ESTATE			290,389.10
Value of Company's property, free of all incumbrances.			
UNCOLLECTED AND DEFERRED PREMIUMS			70,246.24
Includes premium installments to complete contract year fully covered by reserves.			
INTEREST AND RENTS DUE AND ACCRUED			4,783.16
ALL OTHER ASSETS			10,305.71
GROSS ASSETS			$855,453.78
ASSETS NOT ADMITTED			18,820.61
Being book value of stocks and bonds and all other assets over market value.			
TOTAL ADMITTED ASSETS			$836,633.17

OUR LIABILITIES—Which Must Be Met Out Of Our Assets

UNPAID DEATH CLAIMS	None
All claims on which proofs had been completed were paid at December 31, 1938.	
NET RESERVE, REQUIRED BY LAW	$672,834.00
The amount of the Legal Reserve required by law to assure that all policy obligations will be promptly and fully met.	
OTHER POLICY RESERVE	8,835.21
Entire balance of amount due on claims payable in monthly installments.	
INCOMPLETE POLICY CLAIMS	5,040.00
This amount is set aside to pay known or unreported claims on which the papers have not been completed.	
TAXES PAYABLE IN 1939	8,479.37
RESERVE FOR LIENS ON DEATH CLAIMS	17,465.33
A special reserve set up for policy liens to be waived on future death claims.	
CURRENT ACCOUNTS AND OTHER LIABILITIES	13,717.67
TOTAL LIABILITIES	726,371.61
UNASSIGNED FUNDS (SURPLUS)	110,261.56
The amount of additional security over above liabilities for protection of policyholders.	
TOTAL, EQUALING NET ASSETS	836,633.17

INCREASES FROM OPERATIONS DURING YEAR

Premium and Interest Income	$ 42,440
Admitted Assets	80,349
Policyholders Reserve	73,994
Total Claims Paid	534,018
Total for Year Paid in Salaries, Commissions, and Medical Fees	87,758
Total Insurance in Force	7,181,431

The Company presents itself for your consideration on the above record.

Victory Mutual Life Insurance Company

5607 South State Street — Chicago, Illinois

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5607 South State Street — Chicago, Illinois

Report Proves Soundness Of Supreme Liberty Life

CHICAGO—According to an independent report compiled by the Standard Analytical Service, the Supreme Liberty Life Insurance Company, with headquarters in this city, has more assets for each $100 of liabilities than any of the 17 largest white insurance companies in the United States.

Included in this list is the great Metropolitan Life Insurance Company of New York, with assets of $106.77 for each $100 of liabilities. Supreme Liberty has assets of $120.49 for each $100 of liabilities.

In its report to Supreme Liberty the Standard Analytical Service indicated that age and size alone were not the only criteria by which the soundness of a life insurance company could be judged. The report pointed out that "the best test of strength of any company is the amount of assets it has in proportion to its liabilities."

Investments Diversified

Officials of the company, in commenting on the report, said that the present economic status of the company was a result of many years of careful and diversified investments. The company has a portfolio of over $650,000 in railroad, public utility and United States Government bonds. In one day—September 14 of this year—the company purchased $67,095.76 worth of bonds, through Adams & Co., Chicago brokers.

Supreme Liberty Life now has over 150,000 persons insured for over $44,000,000.

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Supreme Liberty now has over 150,000 persons insured for over $44,000,000.

Chicago Company Is Among Nation's Strongest Ones

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INSURANCE-1939
LIFE

"INSURANCE COUNSELLOR" MAGAZINE

In Business

MRS. JEAN M. STRODE, Editor of the new publication, "Insurance Counsellor" 2380 East 40th street, Cleveland, O., who is an example of the intelligent and well trained young women of the Negro group launching out into new fields. Mrs. Strode's publication is exclusively a trade or business paper, but is attractively and interestingly gotten up, being well illustrated and touching the real interests of business with such dynamic force that the insurance fraternity is giving wide support, practically assuring its success from the start. Timely and authoritative articles on business are published. Mrs. Strode recently completed a tour of nearly every insurance home office of the group, and was well received. By her winning personality she secured considerable business for her magazine.

(Calvin Service)

General Manager Of Insurance Company Shoots Treasurer As Sequel To Quarrel

B-U-L-L-E-T-I-N-!

NEW ORLEANS, La., Aug. 31—C. C. Dejoie, president of the Unity Life Insurance company, sought since Saturday by police for a statement relating to the shooting of Prudhomme Dejoie, treasurer of the company, by Henry Wilcox, general manager, appeared at the First Precinct station here Monday morning. The nature of the statement made then was not disclosed. Both Mr. Dejoie and Mr. Wilcox, free on bond, were reported to have been at the Dejoie estate at Waveland over the week-end.

NEW ORLEANS, La., Aug. 31.—Prudhomme J. E. Dejoie, vice-president and treasurer of the Unity Industrial Life Insurance company, and vice-president of the Louisiana Life Insurance company, both of this city, was shot four times Saturday at noon in the office of the Unity Insurance company at 535 S. Rampart street.

Charged with the shooting is Henry L. Wilcox, general manager of the Unity company.

Dejoie was shot in the left side of the chest, just below the heart and left of the spine, in the left thigh and in the right leg. He was taken to Flint-Goodridge hospital. At the time this was written, his condition was promising.

BUSINESS DIFFERENCES BELIEVED MOTIVE

According to statements, unofficially made by some persons connected with the company, there has been bad feeling between the two men. Some weeks ago, Mr. Dejoie is said to have thrashed Mr. Wilcox for alleged slanderous and personal remarks. The bad feeling was aggravated by Mr. Dejoie's successful opposition to the candidacy of C. C. Dejoie, Jr., for a place on the board of directors. Wilcox, a strong friend of the junior Dejoie's father, president of the company, espoused young Dejoie's candidacy. Prudhomme Dejoie, victim of the Wilcox bullets, supported his brother, Paul Dejoie, who was elected.

Since that time, there is a report that there had been an effort to combine company offices so as to rid the board of the presence of Prudhomme Dejoie whose father founded the company.

BULLET VICTIM DESCRIBES SHOOTING

Lying in his hospital bed, Mr. Dejoie described the shooting to your correspondent:

"I was sitting in my office eating a piece of pie. Leonard Howard was in the office and left. I heard someone else enter, but paid no attention. Soon, I turned and saw that it was Mr. Wilcox, but I thought nothing of that. We had previously had some trouble, but had met since then in the office, on stairways, in board meetings and other places and nothing had happened.

"He began speaking to me and charged that I had been bragging. I told him that I had not been bragging. He then vowed that I would not brag any more and began shooting. I tried to get out of range, but he backed away from me and continued to shoot."

WILCOX VANISHES

Courier representatives were unable to contact Mr. Wilcox. They went to the First Precinct Police station, but learned there that he had been released on a bond of $1,500, signed by Dr. R. J. Coker, prominent physician and medical director of the company.

Reporters then went to Mr. Wilcox' suburban villa on the old Gentilly road, but were told that he was not in. Next, they went to the summer estate of C. C. Dejoie, president of the company, and saw C. C. Dejoie, Jr. They were unable to see Mr. Wilcox or to get a statement to or from him.

WILCOX AN OLD FAMILY FRIEND

Mr. Wilcox has been connected with the company for a number of years and has been considered a strong personal friend of the president. So close is this friendship that the names of Dejoie and Wilcox both appear upon the family burial plot in Mt. Olivet cemetery.

Prudhomme Dejoie is the son of the late Dr. and Mrs. P. H. V. Dejoie. Dr. Dejoie was the founder of Unity, the oldest Negro life insurance company in this city, and was president until his death. After his death, his wife was elected treasurer, then vice-president. After she died in 1929, Prudhomme was elected in her stead.

Prudhomme Dejoie is also the son-in-law of Dr. Rivers Frederick, eminent surgeon and president of the Louisiana Industrial Life Insurance company. Prudhomme is vice-president of that company.

New Orleans Business Sensation

WHITES CAPTURE COLORED COMPANY !

Insurance Executive Council Scores C. C. Dejoie; Ousts Him As President !

BE IT RESOLVED, that we, the Insurance Executive Council in special session assembled, herewith condemn the sale of th controlling interest of the Unity Industrial Life Insurance Company to white interest represented by Frank Norman (white) Attorney and Vice President of the First National Life Insurance Company (white) of New Orleans, La.

BE IT RESOLVED, that we view with apprehension and foreboding the unracial act on the part of C. C. Dejoie former president of the Unity Industrial Life Insurance Company, in the subtile sale of his stock, of which he held more than 51 per cent. We recommend that this perfidious C. C. Dejoie's name be stricken from the rolls of this Council, where only remains space for names of men with ethics and honor.

BE IT RESOLVED, that this Council stands wholeheartedly and 100 per cent with and behind actions of the minority group of the former Board of Directors of the Unity Industrial Life Insurance Company and pledge our moral support.

BE IT FURTHER RESOLVED, that these resolutions be sent to the Associated Negro Press.

INSURANCE COMPANY OF LOUISIANA SOLD TO WHITE CONCERN

Family Feud Destroys Unity Industrial, Owned By Dejoies

NEW ORLEANS, Sept 21. (ANP) One of the largest insurance companies in Louisiana, the Unity Industrial Life, was sold to an unnamed white insurance company Saturday afternoon because of a split in the influential and successful Dejoie family.

There had been much dissension in the family, but the final split came when the majority faction, headed by C. C. Dejoie, Sr., offered to purchase the minority's interest, which is held by Mr. Dejoie's nephew, P. J. E. Dejoie. The minority refused to do this, and instituted court action to prevent the majority faction from voting their stock at the election of directors on Sept. 12. The minorities lost their attempted injunction which made it evident, according to their kin, that further court litigation would follow, and endanger the interests and rights of the policy-holders and disrupt the field and office force of the company. The majority faction stated that they felt the selling of their interest would end their unfortunate family split and preserve the interest, field and office force of the company.

According to a reliable source, P. J. E. Dejoie sometime in the spring of the year tried to buy Mrs. Frances Roberson's (wife of the late W. E. Roberson, secretary of the company) stock in order to make a combine to put C. C. Dejoie Sr., out. Upon contacting Mrs. Roberson, he learned that C. C. Dejoie Sr., had two months previously bought her stock, giving him the controlling interest in the company. Failing in his attempt to get this stock, P. J. E. Dejoie is said to have resorted to ways of trying to wreck the company. Mr. Dejoie said that rather than see his "headstrong" nephew ruin the company he had striven 27 years to build, C. C. Dejoie and family sold their controlling interest to an unnamed insurance company. This was done, Mr. Dejoie claimed, to protect the interest of the policy-holders and large field and office force.

The P. J. E. Dejoie faction was also accused of attempting to combine the Louisiana and Unity Insurance companies. P. J. E. Dejoie is vice president of both companies.

P. J. E. Dejoie is recuperating at his home from bullet wounds from the gun of Henry Wilcox, exmanager of the Unity. He seemed surprised at Mr. Dejoie's move, stating "We protested against the action that went on. However, we have enough votes to keep them from liquidating the company. There will be no change in the name, place or character of the company." He accuses C. C. Dejoie of "bad management."

It is rumored that C. C. Dejoie Sr. sold his interest in name only, which will eventually squeeze P. J. E. Dejoie out. This rumor could neither be denied nor affirmed. "I will positively not sell my stock," P. J. E. Dejoie stated.

The ousted colored directors include Joseph P. Geddis, prominent mortician; Paul H. V. Dejoie, Mrs Pearl Depoie, Prudhomme J. E. Dejoie, Mrs. A. Dejoie and Mrs. Isabelle Jones. The white directors who took over included Atty. Norman his partner, Rochelle, E. B. Burg and his wife; W. E. Graves, W. S. Bender, I. Daize and W. F. Phillips.

THE PICTURE OF WHITE SUPREMACY — RACE SPONSORED

At the zero hour of noon, stockholders began to arrise. The Prudhomme Dejoie faction came. Jos. Geddes, an independent stockholder alighted from his Cadillac. The Sepia Socialite on the scene in the interest of the race (46,000 policy holders) made pictures of these arrivals whether they liked it or not. Mr Dejoie Wilcox, et al were awaited The noon hour passed. They didn't show up. Instead a yellow cab arrived. Its occupants (white) alighted amid a tenseness.

* * *

The (white) Normann faction that took over the directors board were: Frank S. Normann, his law partner ——— Rochelle, E. B. Burg and his wife, W. E. Graves, W. S. Bender, I. Doize, and W. F. Phillips.

C. C. Dejoie, Sr., refused to talk to seekers of further information, as to why he transferred 547 shares of Unity Insurance Company stock to nine white people after representatives of four local Negro companies pleaded with him on Sunday, at his summer home on the Gulf Coast to not "sell out" to white people but "give them an opportunity to buy."

Several weeks ago Prudhomme Dejoie, reportedly, defeated an attempt of the Unity president, who is his uncle, to place his son, C. C. Dejoie, Jr., on the company's roster as vice-president. This lead to a fracas between Prudhomme Dejoie and Henry Wilcox, the company's general manager and rumored to be C. C. Sr.'s chief "stooge." On Saturday morning, August 26, Wilcox shot at Prudhomme Dejoie six times in his office. Four of the bullets took effect and the victim was laid up in Flint Goodridge Hospital until a few days ago.

Owing to his inability to get about, Prudhomme filed injunction seeking to restrain the opposition from calling the meeting scheduled for Tuesday, September 12. The court ruled against him.

* * *

The amendments to limit the Board of Directors to the number of seven were defeated, but white people were elected, displacing Negro control of the company, which was founded by Prudhomme Dejoie's father 32 years ago.

Joseph Geddes "sided with the Negro group in defeating these measures and those designed by C. C. Dejoie, Sr., to wrest the company completely from its racial identity. Mr. Geddes voted against the C. C. Dejoie-Normann faction in lieu of the fact that Normann is attorney for his undertaking establishment.

Normann, it was learned, holds a block of stock in the First National Insurance Company, (white) and was the main instigator in interesting the other eight white persons, steamrolled into the Board of Directors while cops looked on and Negro stockholders had to swallow the "lump."

The following race members, holding a total of 344 shares of stock were ousted: Jos. P. Geddes, Paul H. V Dejoie, Mrs. Pearl Dejoie, Prudhomme J. E. Dejoie, Mrs. A. Dejoie and Mrs. Isabella Jones ,represented by Paul Dejoie.)—Sepia Socialite.

SYNDICATE SAID TO HAVE PURCHASED CONTROLLING STOCK

NEW ORLEANS, La., Sept. 21.—The sale of the Unity Industrial Life Insurance's controlling stock by the C. C. Dejoie interests to whites has been verified. A syndicate of whites headed by Attorney Frank Normann, attorney for Mr. Dejoie, and vice-president of the First National Insurance Company, a concern owned by whites, has been identified as the purchasers. One of the members of the syndicate met in the Unity office on September 12, and despite the protest of the feebly-wounded vice-president, Prudhomme J. E. Dejoie, who insisted that he should preside in the absence of his uncle and the president of the concern, completely dominated the meeting according to reports. Attorney A. Normann is reported as having presided in the place of President C. C. Dejoie.

WHITES IN CONTROL CENTERS RUMORED

It was stated that these nine were voted as being the new directors of the company, which for thirty-two years, all of its life since its founding in 1907, had existed as a Negro concern. These whites were reported as being Frank S. Normann, I. Morris Doize, W. F. Phillips, E. P. Burg, Mrs. E. P. Burg, W. E. Graves, James R. Reuther, Harold M. Rochelle and W. S. Bender. W. E. Groves has been acting as manager in the offices of the company since the reported sale. Seen in the office of the company on Saturday by a Courier representative, Mr. Groves stated that he was a member of the new board, that his business was to make the Unity function more efficiently; that he has had sixteen years' experience as an actuary since his graduation from the University of Michigan; that he felt that the people had confidence in him, and that the personnel of the company would not be changed. Checks this week bore the signature of E. P. Burg, secretary, and W. E. Groves, vice-president.

SAYS THINGS WILL GO ON AS USUAL

The new manager stated that all old faces would still be seen at their old places. Noted in their usual places were: Aristedes Dejoie, former secretary; Leonard C. G. Dejoie, last Negro head of the institution, was a leader in many phases of life in New Orleans. He is at present head of the local Y.M.C.A., president of the board of Central Conference tional Church; publisher of the Louisiana Weekly, member of the executive committee of the New Orleans Urban League.

DEJOIE LEADS IN MANY PHASES

as president.

A statement from one of the former members of the board was to the effect that the spacious and air-conditioned building at 535 S. Rampart street, was included in the sale. This building is a two-story affair, and in the heart of the business section. The building is valued at approximately $25,000 All other assets of the company go with the exchange, placing the majority stockholders in complete charge of the affairs of the company.

UNITY WAS OLD CONCERN

The Unity was organized in 1907 on March 14. George D. Geddes pioneer undertaker of the city was its first president. Other officers were: C. C. Cook and Joseph P. Dejoie, vice-presidents; W. E. Roberson, treasurer, and Dr. P. H. V. Dejoie, secretary. Others connected with the officers as charter members were: T. C. Terrell, Clement J. Geddes, P. E. Morehead, C. S. Jones, A. Dejoie, Dr. L. T. Burbridge, S. S. Trainconuy and D. D. Wethers. In 1912, according to records, the following board of directors obtained: W. E. Roberson, George D. Geddes, A. Dejoie, Sr., J. A. Palfrey, C. C. Dejoie, A. T. Harris, J. P. Geddes, A. Dejoie, Jr., and Dr. P. H. V. Dejoie, with Dr. P. H. V. Dejoie

BUILDING GOES IN SALE

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Howard, bookkeeper; Mrs. Kerardine Dejoie-Webb, former board member and head of the straight life department, and all of the agents and superintendents.

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At the zero hour of noon, stockholders began to arrise. The Prudhomme Dejoie faction came. Jos. Geddes, an independent stockholder alighted from his Cadillac. The Sepia Socialite on the scene in the interest of the race (46,000 policy holders) made pictures of these arrivals whether they liked it or not. Mr Dejoie Wilcox, et al were awaited The noon hour passed. They didn't show up. Instead a yellow cab arrived. Its occupants (white) alighted amid a tenseness.

* * *

The (white) Normann faction that took over the directors board were: Frank S. Normann, his law partner ——— Rochelle, E. B. Burg and his wife, W. E. Graves, W. S. Bender, I. Doize, and W. F. Phillips.

C. C. Dejoie, Sr., refused to talk to seekers of further information, as to why he transferred 547 shares of Unity Insurance Company stock to nine white people after representatives of four local Negro companies pleaded with him on Sunday, at his summer home on the Gulf Coast to not "sell out" to white people but "give them an opportunity to buy."

Several weeks ago Prudhomme Dejoie, reportedly, defeated an attempt of the Unity president, who is his uncle, to place his son, C. C. Dejoie. Jr., on the company's roster as vice-president. This lead to a fracas between Prudhomme Dejoie and Henry Wilcox, the company's general manager and rumored to be C. C. Sr.'s chief "stooge." On Saturday morning, August 26, Wilcox shot at Prudhomme Dejoie six times in his office. Four of the bullets took effect and the victim was laid up in Flint Goodridge Hospital until a few days ago.

Owing to his inability to get about, Prudhomme filed injunction seeking to restrain the opposition from calling the meeting scheduled for Tuesday, September 12. The court ruled against him.

* * *

The amendments to limit the Board of Directors to the number of seven were defeated, but white people were elected, displacing Negro control of the company, which was founded by Prudhomme Dejoie's father 32 years ago.

Joseph Geddes "sided with the Negro group in defeating these measures and those designed by C. C. Dejoie, Sr., to wrest the company completely from its racial identity. Mr. Geddes voted against the C. C. Dejoie-Normann faction in lieu of the fact that Normann is attorney for his undertaking establishment.

Normann, it was learned, holds a block of stock in the First National Insurance Company, (white) and was the main instigator in interesting the other eight white persons, steamrolled into the Board of Directors while cops looked on and Negro stockholders had to swallow the "lump."

The following race members, holding a total of 344 shares of stock were ousted: Jos. P. Geddes, Paul H. V Dejoie, Mrs. Pearl Dejoie, Prudhomme J. E. Dejoie, Mrs. A. Dejoie and Mrs. Isabella Jones ,represented by Paul Dejoie.)—Sepia Socialite.

SYNDICATE SAID TO HAVE PURCHASED CONTROLLING STOCK

NEW ORLEANS, La., Sept. 21.—The sale of the Unity Industrial Life Insurance's controlling stock by the C. C. Dejoie interests to whites has been verified. A syndicate of whites headed by Attorney Frank Norman. attorney for Mr. Dejoie, and vice-president of the First National Insurance Company, a concern owned by whites, has been identified as the purchasers. Some of the members of the syndicate met in the Unity office on September 12, despite the protest of the temporarily wounded vice-president, Prudhomme J. E. Dejoie, who insisted that he should preside in the absence of his uncle and the president of the concern, completely dominated the meeting, according to reports. Attorney Norman is reported as having presided in the place of President C. C. Dejoie.

WHITES IN CONTROL CENTERS RUMORED

It was stated that these nine were voted as being the new directors of the Unity, which for thirty-two years, all of its life since its founding in 1907, had existed as a Negro concern. These whites were reported as being Frank S. Norman, I. Morris Doize, W. F. Phillips, E. P. Burg, W. E. Graves, James R. Reuther, Harold M. Rochelle and W. S. Bender. W. E. Graves has been acting as manager in the offices of the company since the reported sale. Seen in the office of the company on Saturday by a Courier representative he was Mr. Graves stated that he was a member of the new board, that his business was to make the Unity function more efficiently; that he has had sixteen years' experience as an actuary since his graduation from the University of Michigan; that he felt that the people had confidence in him, and that the personnel of the company would not be changed. Checks this week bore the signature of E. P. Burg, secretary, and W. E. Graves, vice-president.

SAYS THINGS WILL GO ON AS USUAL

The new manager stated that all old faces would still be seen at their old places. Noted in their usual places were: Aristedes Depoie, former secretary; Leonard Howard, bookkeeper; Mrs. Bernardine Dejoie-Webb, former board member and head of the straight life department, and all of the agents and superintendents.

BUILDING GOES IN SALE

A statement from one of the former members of the board was to the effect that the spacious and air-conditioned building at 535 S. Rampart street, was included in the sale. This building is a two-story affair, and in the heart of the business section. The building is valued at approximately $25,000 All other assets of the company go with the exchange, placing the majority stockholders in complete charge of the affairs of the company.

UNITY WAS OLD CONCERN

The Unity was organized in 1907 on March 14. George D. Geddes was its first president. Other officers were: C. C. Cook and Joseph P. Dejoie, vice-presidents; W. E. Roberson, treasurer, and Dr. P. H. V. Dejoie, secretary. Others connected with the officers as charter members were: T. C. Terrell, Clement J. Geddes, P. E. Morehead, C. S. Jones, A. Dejoie, Dr. I. T. Burbridge, S. S. Trainconu and D. D. Wethers. In 1912, according to records, the following board of directors obtained: W. E. Roberson, George D. Geddes, A. Dejoie, Sr., J. A. Palfrey, C. C. Dejoie, A. T. Harris, J. P. Geddes, A. Dejoie, Jr., and Dr. P. H. V. Dejoie, with Dr. P. H. V. Dejoie as president.

DEJOIE LEADS IN MANY PHASES

C. C. Dejoie, last Negro head of the institution, was a leader in many phases of life in New Orleans. He is at present head of the local Y.M.C.A., president of the board of Central Conference tional Church; publisher of the Louisiana Weekly, member of the executive committee of the New Orleans Urban League.

Harry Wilson, Jr. Now Sits at His Father's Desk

Afro-American
2-4-39

BALTIMORE. — Harry O. Wilson, Jr., newly-elected president of the Mutual Benefit Society, took his seat this week at the desk until recently occupied by his father.

Baltimore Md.

Called home from Chicago University, where he was pursuing a graduate course in business, Mr. Wilson, Jr., is no stranger to the Mutual office. He spent two years working there after finishing Harvard College.

26 Years Old

Although only 26 years old, the new chief will direct the city's largest business which has 400 employees, did $415,000 worth of business last year, and carries seven million dollars worth of insurance on its books. On Monday, he posted $5,000 bond to qualify as administrator of his father's estate.

3-4-39

No Will

Representing him as a friend and not as a lawyer in the case, was Charles F. Rheb, white, an attorney with offices in the Equitable building.

Mr. Rheb said he had known Mr. Wilson for twenty-five years and their families were friends.

Thorough search has not yet turned up a will which means that the Wilson properties will be shared by the widow and children only.

Mr. Wilson, Jr., told the AFRO on Tuesday, that he contemplated practically no changes in the business. He said: "The Mutual Benefit Society will be run along the same constructive, conservative policy my father followed. We will conserve and maintain its security.

Mrs. Fowler on Board

Mr. Wilson also announced that Mrs. Addie E. Fowler, widow of the late Dr. Charles Fowler, who was one of the founders of the company and until his death last November, president, had been named to the board of directors on February 25. She succeeds Phillip Pratt of New York, who resigned.

Mrs. Lewis, Vice-President

Other officers of the Mutual Benefit Society remain the same. Mrs. Minnie B. Lewis is vice-president and treasurer. She has been with the company thirty-five years and is one of its incorporators. Owen M. Wilson is secretary, having been named to that post by his father before his death.

Asked whether policyholders voted for directors, Mr. Wilson said that the board was self-perpetuating and policyholders did not vote.

INSURANCE-1939
LIFE

NATIONAL INSURANCE WEEK

Winston Salem, N. C., Sentinel
March 19, 1939

Local Concerns Enter Meeting

The Winston Mutual Life Insurance Company and the North Carolina Mutual Life Insurance Company will take part in the National Insurance Week, it was learned today.

The insurance meeting will be held May 8-15.

A nation-wide essay contest for junior and senior high school students will be held. The subject to be used is: "What Additional Advantages Can We Secure by Insuring With Negro-Managed Companies."

National prizes will be as follows: $100, first prize; $50, second prize, and $25, third prize. All are cash prizes.

During the National Negro Insurance Week, each industrial agent is expected to produce an increase of $5 weekly premium, and each ordinary agent is required to produce $5,000 (face values of policy written and first premium collected).

The ability of these workers will be attested in the Los Angeles, Calif., meeting July, 1939, and districts receiving the greatest quota of work will receive a merit certificate for his district.

National Negro Insurance Week Set for May 8-15

Production Quota of $20,000,000 Set By Committee In Richmond

(Staff Correspondence)

RICHMOND, Va.—The celebration of National Negro Insurance Week was set for May 8-15, with a production quota of $20,000,000 by the National Negro Insurance Committee in session here Thursday and Friday, March 9-10, in conjunction with the Virginia committee of the association.

As an additional feature, the committee announced that it would conduct a nationwide essay contest for junior and senior high school students on the subject: "What additional advantages can we secure by insuring with Negro managed companies?"

National prizes will be: first, $100 in cash; second, $50 in cash; third, $25 in cash to be awarded to the winner of each state in which there is a company operating.

During National Negro Insurance Week, each industrial agent is expected to produce an increase of $5 weekly premium, and each ordinary agent is expected to produce $5,000 (face value of policies written and first premium collected).

The committee in charge has arranged that the agents that qualify for the above name quotas, will be presented merit certificates at the Los Angeles convention, which will be held in July, 1939. and district managers receiving the greatest quota of work done, will receive a merit certificate for his district.

The committee in charge of Virginia is composed of: B. T. Bradshaw, chairman; C. L. Townes secretary; C. V. Kelly, treasurer; W. A. Jordan, John E. Hall, J. T. Carter, C. B. Gilpin, J. E. Harris, Sheridan Jackson, J. and D. C. Deans.

Insurance Men At Gathering In Richmond

Members of the Virginia Committee for National Negro Insurance Week, at whose meeting last week addresses were made by George W. Cox of the North Carolina Mutual Life Insurance Company and Frank A. Young of the Louisiana Industrial Insurance Company. Mr. Cox is third from the left, seated, and Mr. Young fourth from the left.

NATIONAL NEGRO INSURANCE WEEK TO BEGIN MAY 18

Pres. L. C. Blount Issues Unique Proclamation For Observance

"National Negro Insurance Week from May 8th to May 13th inclusive, signalizes the American Negro's determination to insure every insurable person. During this time throughout the land, forces of all Insurance Companies—owned and controlled by Negroes—will join hands in the campaign for more insurance policies in our homes. The aid of religious, civic, business, educational, professional, and social organizations will be solicited in this great crusade. With "Piloting Hundreds of Thousands to Economic Security" as the watchword, member companies and non-member companies will come together in one common cause.

The demonstrated readiness of the constituents, for the past four years, of member companies and non-member companies, inspires me to proclaim the week of May 8th to May 13th, 1939, inclusive, as National Negro Insurance Week throughout these United States of America. For there comes to me a realization that not only an insurance plan will be presented but also a panacea for human suffering, such as: adversities of old age, widowed wives, sickness, and lack of funds for proper education for the children.

I, L. C. Blount, therefore, by the power vested in me as president of this association, do hereby proclaim the week of May 8th to May 13th, inclusive, as National Negro Insurance Week, urging that every insurance company in the Nation cooperate with the committee on National Negro Insurance Week, headed by Mr. George Cox—Vice President and Agency Director of the North Carolina Mutual Insurance Company—and his associates, in making this week the greatest week of new business production in the history of our existence. Further, we call upon: the Directors, Executives, Agency Officers, Clerical Forces, and Field Forces of all our insurance companies operating in these United States of America, to strive to produce during this week of May 8th through May 13th a total of new business of not less than $20,000,000, and that the amount of business produced by each company be furnished promptly, in detail, to the National Negro Insurance Week Committee.

Done at the office of the National President, 301 East Warren Avenue, Detroit, Michigan this 15th day of March, in the year of Our Lord One Thousand Nine Hundred and Thirty-nine; of the Independence of the United States One Hundred and Sixty-third; and the Proclamation of Emancipation Seventy-sixth.

Attest:
C. L. Townes, Secretary
Signed:
L. C. Blount, President.

NEGRO INSURANCE COMPANIES OFFER YOUTH OPPORTUNITIES

May 8 to 13 is National Negro Insurance week. During this time Colored America will focus its eyes on the achievements and work of Negro Insurance companies. On a nationwide scale these companies paid more than six million, 500 thousand dollars to beneficiaries and policyholders. They employed more than 15,000 Negro men and women. They loaned more than $6,000,000 to Negroes. In addition they supported various Negro business and professional workers to the tune of $225,000 for the rendition of many services including printing building, etc., during 1938.

Contribution to Education

During Negro Insurance week a Nationwide Essay contest is being sponsored by the National Negro Insurance association. The contest is open to all students of Junior and Senior high schools. The subject will be "The relation of insurance service to the economic needs of the Negro." Articles must not contain more than 500 words. The contest closes May 15. Three grand prizes will be given totaling $175 in cash Participants should give their essays to an agent of a member company, or bring it to the office of one. Many local prizes will be given. More information may be had by inquiring of any member company.

What Is the Chicago Negro Insurance Association?

The Chicago Negro Insurance Association, composed of the following companies: Commonwealth Burial Association, 16 E. Garfield Boulevard; Golden State Mutual Life Insurance company, 4654 South Park; Jackson Funeral System association, 4636 South Park; Metropolitan Funeral System association, 418 East 47th street; National Funeral System association, 55 East Garfield boulevard; Protective Mutual Life Insurance company, 543 East 47th street; Standard Burial Insurance association, 1348 West 14th street; Supreme Liberty Life Insurance company, 3501 So. Parkway; Unity Mutual Life Insurance company, 4719 Indiana avenue; Victory Mutual Life Insurance company, 5607 South State street, is a cooperative organization designed to bring greater economic benefits to Negroes living in Chicago.

Messengers of Goodwill

Next week the hundreds of agents who represent member companies of the Chicago Negro Insurance association will be wearing little Blue and White buttons. These buttons are symbolic of the major role that colored insurance companies are playing in our daily lives. They are mute witnesses of the social good our companies have brought us. A policy taken out next week with one of these representatives will prove a thousand times more than any words we might use, that we are wholeheartedly behind the efforts of these courageous men and women.

Youth Marches On

Today more than at any other time the adults of our group realize that our young people must be encouraged to fill the business positions we will soon leave vacant. It is encouraging to note that of the recent graduates of a large Southern college one half of those entering business chose insurance. In Chicago the insurance field has an open invitation for the young men and women who graduate yearly from our various schools.

Life Insurance Companies Owned and Controlled By Negroes, Report Progress

Spaulding Says North Carolina Mutual Made Rapid Strides During First Six Months of 1939

Carefully Trained Agents Reason For Success

During the annual session of the National Negro Insurance Association, at Los Angeles, California, July 12-14, 1939, many pertinent facts were revealed relative to the experience of race companies operating in America. While statistics were not available from all the 48 companies, managed by Negroes, the 24 companies reporting disclosed the fact that their combined premium income for the fiscal year ending December 31, 1938 amounted to $12,150,924, which 2.91 per cent, or $353,591, was deposited by new policyholders. This fact is of unusual interest in that it indicates a growing confidence on the part of the American Negro in life insurance companies owned and operated by members of the race.

Another interesting fact revealed at the meeting was that of the $12,150,924 collected by the 24 reporting companies during the year 1938, 35.44 per cent, or $4,306,287 was returned to the policyholders or their beneficiaries in the form of dividends, death and sick claims, matured endowments, etc.

That the reporting companies were in a sound thriving condition was evidenced by the fact that the net results of operation for the year ending December 31, 1938, showed an increase in surplus of $167,679.91, or 9.22 per cent.

The facts brought out at the National Association meeting seem to indicate conclusively that the reporting companies as a whole were in good financial condition with adequate surplus and returns on investments quite favorable in the light of present-day conditions.

In an interview with President Spaulding, of the North Carolina Mutual Life Insurance Company, of Durham, North Carolina, he stated that his Company had also shared in the favorable showing experienced by fellow member companies. He stated that during the first six months of 1939, approximately $12,245,000 insurance was written and paid for on the lives of 92,812 individuals, by North Carolina Mutual agents.

It is significant to note that many of these policies were taken by individuals who for a number of years have carried their insurance with the North Carolina Mutual. This fact is highly appreciated by the officials of the company, in that it evidences in a most tangible way, the confidence and good will the company has always felt it enjoyed.

North Carolina Mutual is now in its 41st year of continuous, satisfactory service to its many thousands of policyholders. The records of the company indicate that adequate reserve is carried, which fact guarantees the prompt and full payment of every just claim. In addition to the statutory reserves required by law, ample contingent reserves are set aside for all known and anticipated liabilities the company may experience, thereby making doubly secure all contracts that are now outstanding. These facts speak eloquently of the company's financial condition.

Another interesting sidelight, as expressed by Mr. Spaulding, is the fact that in the selection of agents, the first requirements for consideration is an unimpeachable character. Before entering upon an assignment with the company, each agent is thoroughly trained and in the states of North Carolina and Pennsylvania, must undergo a rigid examination by the State Insurance Department. It is for these reasons a North Carolina Mutual representative is well qualified from the standpoint of character and a thorough knowledge of the principles of life insurance to advise and counsel with prospective policyholders relative to their insurance needs.

In commenting on the company's operation, the Dunne's Insurance Reporting Service has this to say with reference to North Carolina Mutual: "The results of its 40th year of progress and satisfactory service to its many thousands of policyholders showed total admitted assets of $5,498,188 which is a substantial increase over the previous year, and brings the assets to the highest peak of the company's history. These resources consist of choice securities which are well diversified and which yield a better than average return. All loans have been made on a conservative valuation basis, which gives policyholders ample security for their funds. An analysis of the company's bond portfolio discloses that none of the high-quality securities are in default as to principal or interest, which is very commendable."

The report continues: "Incorporated in the year 1899 under the rigid insurance laws of the State of North Carolina, the company has licenses to operate in that state and South Carolina, Georgia, Pennsylvania, Virginia, Maryland Tennessee, Alabama and the District of Columbia. In all this territory, it is represented by a carefully selected and thoroughly trained field force, all of whom may be depended upon for any statement which they make in behalf of the company. The affairs of the company are regularly examined by the states in which it operates, and the last convention examination was conducted as of December 31, 1938, by the North Carolina and South Carolina insurance departments. The report of the examination was favorable."

The concluding observation of the Agency, which is regarded as an authority on determining managerial fitness and the financial soundness of Life Insurance Companies, is expressed in this very significant manner: "From our analysis of North Carolina Mutual Life Insurance Company, we conclude it is entirely worthy of the highest confidence and so recommend it to the public."

This statement, coming from an unbiased, authoritative source, should be of unusual interest to present and prospective policyholders, and lends strength to the oft-repeated statement, that "No home is complete without a North Carolina Mutual policy."

National Negro Ins. Ass'n in Session

LOS ANGELES, Cal.—(ANP)—Bright, cloudless skies and beautiful warm weather greeted the delegates to the National Negro Insurance Association as they began the nineteenth annual session of that organization here Tuesday. A special train from the East bearing 40 delegates arrived Tuesday morning, the party having been consolidated at St. Louis where insurance executives of the South and North met to continue their journey westward. The Golden State Life Insurance company of Los Angeles is host to this year's gathering and has developed a program replete with business sessions, sight seeing tours and including a visit to the San Francisco Exposition.

At the public meeting held Wednesday evening, George A. Beavers, vice president of Golden State served as master of ceremonies. Mayor Fletcher Bowron of Los Angeles extended the keys of the city and Assemblyman Augustus J. Hawkins, California's only Negro member of the state legislature, extended greetings on behalf of the state.

Attorney J. Leonard Lewis, general counsel of the Afro-American Life Insurance Company of Jacksonville, Florida, delivered the principal adrdess of the evening, his subject being: "Negro Investments and Their Effect; His Social and Political Growth."

The delegates headed by President L. C. Blount, of Great Lakes Life Insurance Company of Detroit, Michigan, were preesnted to the Los Angeleans by C. L. Townes, secretary of the organization. Conservation month awards were made by J. G. Ish of Supreme Liberty Life of Chicago. President William Nickerson of Golden State; Rev. H. Mansfield Collins of First A. M. E. Church and Rev. Frank A. Harris, president of the Interdenominational Ministerial Alliance were other speakers. Thursday the visitor plunged into routine busines.

Los Angeles To Chicago Tour-Winds Up Insurance Association Confab

Defender 7-29-39

LOS ANGELES, Cal., July 28—After seven days in the "City of Angels" where the Golden State Mutual Life Insurance company was host to the nineteenth annual session of the National Negro Insurance Association, the delegation of more than four score boarded a special train which will continue them on the scenic tour of the West . . . ending in Chicago on July 25.

Following two days in San Francisco where they were guests of the Northern California District of Golden State Mutual and saw the G. G. I. E. on "Treasure Island," Chinatown, the famous Golden Gate bridges and other picturesque landmarks of the West, the insurance folk entrained again for a tour of the great Northwest and to continue eastbound.

Called Greatest Convention

The outgoing president, L. C. Blount, vice president-secretary Great Lakes Mutual, in his annual address, cited the activity of the past year as the most significant in the growth of the association with the addition of eight companies and associations bringing the group's unit membership to forty-two, with $19,000,000 worth of insurance written during National Negro Insurance week.

Program Reviewed

Outstanding among contributions and reports to the sessions was the report of the historian, M. S. Stuart, vice president, Universal Life, in which he revealed the plan for publication of a history of insurance entitled "A History of Insurance in the Lives of American Negroes" consisting of twenty-seven chapters and seventy-five pictures. The work was spontaneously applauded by the entire assemblage and endorsed by the N.N.I.A.

The work of the secretary, C. L. Townes who was re-elected, was highly complimented and his complete report showing the most intensive year's work of the organization's history accepted.

William Nickerson, Jr., president of the host company, Golden State Mutual, along with George A. Beavers, Jr., vice president-director of agencies, and Norman O. Houston, secretary-treasurer, was lauded for the splendid hospitality and entertainment.

At the public meeting, Attorney J. Leonard Lewis, counsel for the N.N.I.A. and vice president and general counsel of the Afro-American Life Insurance company, electrified a capacity house with his address on "Negro Investments and their Effect upon his Social and Political Growth."

The address on "Employment Opportunities" by William Nickerson, Jr., in the opening session and the discussion following revealed that of the two billion dollar spending power of the Race, only five percent was spent with Race businesses; that too many of the upper income bracket who were making their living on Race patronage were not willing to cooperate in building other Race businesses.

It was further shown that thousands of jobs could be created by patronage of these businesses. Mr. Nickerson held that employment opportunities for the young were greater than for white . . . "They lie in the undeveloped fields of business," he said.

The selection of railroads for use by the N.N.I.A. delegation was used as an example of cooperation in which only those roads who showed a non-discriminatory attitude were used.

Entertainment Unprecedented

Entertainment of the convention included a smoker for men Tuesday evening before the convention; a tour of movie studios by the officers of the association and Golden State Mutual together with their wives; cocktail parties in the Memo Club and Elks' Temple, tour of the broadcasting studios in Hollywood, and grand reception and dance in the beautiful Elks' ballroom, a sightseeing tour of Hollywood and Beverly Hills followed by an outing at Cabrillo Beach, and finally an excursion to Catalina Island.

Before reaching Los Angeles, the delegation was feted in St. Louis, Kansas City, where the Chamber of Commerce furnished a motorcycle escort, and Denver as guests of the Supreme Camp of the American Woodmen at a luncheon with Governor Carr of Colorado as speaker.

Delegates To National Negro Insurance Association Take Time Out To See Hollywood

Black Newspaper
7-29-39

Mrs. Blanche Strickland Regarded as One Among the Many Smart Ladies Visiting West Coast City

Night Spots Find Many Enjoying Themselves

By HELEN F. CHAPPELL

LOS ANGELES.—(ANP)—It is Monday morning. It is not just another Monday . . . it is Monday after a week crammed to the brim with rubbing elbows with America's keenest business minds and their associates. At 8:15—much too early for ye scribe to make it—the N. N. I. A. delegation to the 19th annual convention answered the "all aboard" call of the conductor on a special train out of this "City of the Angels."

Methinks the good-byes of the four score men and women were a little reluctant. For Los Angeles threw open its arms and hugged them close for a full week. . . . for one breathless round after another of fun that added zest to sessions, for treats of a kind that can only be found in the Golden West. And they were welcome and appreciative guests. Los Angeles will remember them a long, long time. There is one reason for success of the whole: Reciprocity . . . the exchange of hospitality and graciousness between hosts and guests.

The convention really began at the train . . . a fleet of Golden State cars driven by the courtesy committee parked just outside the palm bordered avenue to the station entrance, whisked visitors to hotels and homes. Not before both amateur and professional photographers conducted a play in poses . . . not before everyone wanted to know "that man in the ten-gallon sombrero." It turned out to be one N. H. Martin of Tampa, Fla., who headed the "night lifers" on the trip west, who broke all the rules in taking money out of California by his luck with the "hosses" and who was the life of one party after another.

Among smart ladies in the crowd were Mrs. B. T. Bradshaw in black satin travel dress, and Mrs. J. B. Strickland in black tailored pin striped suit with a pair of foxes that did things for the suit . . . Mrs. Strickland is vice president of Excelsior Life, and Mrs. Bradshaw is wife of the president of Virginia Mutual Benefit Life.

Registration that afternoon at Golden State Mutual brought more laughs and laughter. Significantly enough, the last man to find his way to the desk was one A. F. Herndon of the Atlanta Life Insurance company . . . the same gent that we left in Alberquerque eating chilli. The story goes that Mr. Herndon caught the train . . . on another train of course, that hailed the special . . . Then there was that tall man, H. L. Street, and Mrs. Street, also tall, of Louisville, who proved to be one of the most popular couples at the convention, both possessing a keen sense of humor . . . and naturalness.

But, here . . . I'd better get down to brass tacks of what was done and who did it. Wednesday afternoon, officers of the host company rounded up officers of the N. N. I. A. and took them out to Hollywood—every pretty girl's ambition—to see some of the stars in action (and that's the first time a Negro delegation has been so fortunate). Trips were made possible through arrangements with studio executives by Golden State executives.

The group that went to Walter Wanger's United Artists' lot saw Loretta Young and David Nevin in action . . . for the filming of a production to be released soon, and those who went to Fox 20th Century saw one of Charlie Chan's new pictures in production.

In the party to United Artists were Messrs. and Mmes. L. C. Blount, Detroit; B. T. Bradshaw, Richmond, Va.; F. A. Toomer, Atlanta; C. L. Townes, Richmond; George A. Beavers, Jr., Normon O. Houston, Los Angeles; F. A. Young, Louisiana; A. T. Spaulding, Durham, N. C. In the party to 20th Century-Fox were C. R. Alexander, Baltimore; Dr. and Mrs. J. W. Kelso, Memphis; M. S. Stuart, Memphis; P. P. Creuzot, New Orleans; J. E. Smith, Louisville; Miss Mamie Hickerson, Chicago; E. J. Johnson and Mrs. Johnson, Dr. H. H. Towles, Mrs. S. P. Johnson, all of Los Angeles.

Thursday afternoon and Thursday evening, parties of delegates toured the CBS studios out in Hollywood and were guests of the 7:15 broadcast of Joe E. Brown. Following the broadcast a score or more of cenventioneers got together in the Memo club, popular night spot, for cocktails. They included Dr. and Mrs. J. W. Kelso, Messrs. and Mmes. A. W. Willis, F. A. Toomer, Green, George A. Beavers, Jr., N. O. Houston, Mrs. J. B. Strickland, Miss Mamie Hickerson and C. R. Ransom.

Friday evening, delegates really let themselves go. What with convention business over, and officers for the ensuing year elected . . . with the "California Rhythm Rascals" swinging popular tunes, the visitors "swung out" with Californians in the Elks' ballroom . . . most beautiful in the West with a revolving ball in the dome that gave the illusion of moonlit sky. Couples strayed upstairs to the cocktail lounge or out into the softly lighted patio to chat with new and old friends. At two, the swingsters put up their instruments and headed for their homes, and the merrymakers found their several abodes and beds until Saturday morning.

Saturday morning at nine, sightseeing buses loaded with the N. N. I. A. entourage and Golden Staters of every denomination wended their way through Hollywood and Beverly Hills to see the shops and sites that give Hollywood so much a personality of its own, to "oh" and "ah" at the beauty of Beverly Hills, and then off to Cabrillo beach.

Baseball, swimming, barbecue, photo-ing, and all the other pastimes that belong to a picnic pervaded the general comraderie that kept the hours racing during the entire convention. The picnic celebrated the 14th anniversary of Golden State as well as honored the N. N. I. A.

But Sunday was the fitting climax to a glorious week. Sunday was the day everyone lived the week through for! Sunday brought the trip to the "Magic Isles of the Pacific," Catalina Island! Sunday morning at nine, some 80 N. N. I. A. guests and Golden Staters were ushered up the gangplank of the S. S. Cataline . . . who lifted anchor at 9:30 for the 22-mile trip.

Aboard the pleasure boat, we did the rounds of decks, ballroom and barroom . . . in the latter ever so often one A. W. Willis could be seen with whomever else "felt that way" downing a "Tom Collins." In fact, the bartender developed a real affection for Mr. Willis . . .Believe Mr. Willis hails from Memphis.

In the ballroom, we swung awhile with Dee Hodge leading the party off. Others wended their way to the music, the Bradshaws, Atty. J. Leonard Lewis of Afro-American Life, who didn't get in until Wednesday night about an hour before time for his public address; with Mrs. Lewis, F. A. Young of Louisiana who dropped his wife a card every few minutes, and whom everyone will remember in a bathing suit!

From the upper deck, W. C. Buford of Louisville, quit snoring and talking (and he can really do both right well at the same time) long enough to come below and trip lightly despite his 200 or more pounds.

Met at the Catalina dock, the entire retinue was taken in buses to the Congo club for dinner . . . with music and all that. Reports have it that Friend Buford ate three dinners (I wasn't at that end of the table). Host and hostess for the party on the island were the Clarence Fullbrights, Mr. Fullbright being identified with the Catalina Visitors Country club.

Then came the skyline drive. Up and around the mountainous island to look down on one shade of postcard blue blending into another, where white sand beaches ended in a green sea that became blue as it left the shore. There followed an half hour to shop in Catalina curio places, and then the ride in the glass bottom boat across the aquatic gardens of the Pacific. Four-thirty and the boat is off again to Los Angeles, where packing must be done for the train the next morning. But not before a party of tireless conventioneers went to Chinatown for the evening meal. And who can forget H. L. Street's and A. W. Willis' refusal to try any of the Chinese dishes that they didn't recognize in good old American terms . . . With Street the Oriental food set up a nostalgia for black-eyed peas . . . which Willis was sure they didn't sell in Beale street of his native Memphis.

This is much too long, and yet so very short to recount even sparaingly the personals and personalities that charmed the Southland for a week.

Afterthought: the only thing N. H. Martin lost was a golf game. He shared defeat with N. O. Houston at the hands of Attorney Lewis and F. A. Toomer on the links of the Santa Catalina Visitors Country club. The results were three to two. Meet you in Baltimore in '40. Adios!

A MILLION INSURANCE SEEKERS

As we pause to celebrate National Negro Insurance Week, let us not only think of the vast properties our companies own, the great protection they give and the more than 8,000 jobs they supply, but let us think of the million Negroes who will take out new insurance this year.

Tens of thousands of Negro children will be insured for the first time.

Tens of thousands of Negro newlyweds will take out insurance shortly after the wedding bells have pealed.

Tens of thousands of colored men and women will, as in the past, take out health and accident insurance.

We don't know absolutely that the total will be one million new policies, but in view of the fact that companies belonging to the National Negro Insurance Association issued in 1937, a total of 1,201,614 new policies, we may be safe in assuming that there may be two or three million new policies written for Negroes this year.

As in the past, we suppose that white-owned companies will get the lion's share of this business. But they NEED NOT get it.

Negro-owned companies can get that business if and when they go after it with modern up-to-date publicity methods.

Frankly, our insurance companies do not spend nearly enough in advertising, and in this they are typical of far too many of our businesses.

White-owned insurance companies not only use newspapers extensively but they use magazines and the radio, spending hundreds of thousands and perhaps millions of dollars annually to tell the world of what they have to offer.

Most of our companies are satisfied with a ridiculous amount of publicity of the effective sort, and one would scarcely imagine that the Negro newspapers were read by over 6,000,000 Negroes every week to judge by the amount of insurance advertising appearing in their pages.

Colored people are just like other people, they will purchase whatever is within their means which is effectively and persistently presented to them through advertising media.

We believe that the new insurance policies which Negroes will take out with white-owned companies this year would be taken out with our companies if intelligent arguments therefore appeared regularly in our newspapers.

After all, colored people are not fools. They can understand full well the economic advantage of helping to build up companies that will give jobs to them and theirs.

But they must first be assured that Negro companies can offer the same thing as white companies; that both are subject to the same rigid examinations; that both are equally dependable.

And the best medium through which to convey this knowledge is the Negro newspapers.

If the largest life insurance company in the world finds it necessary to advertise extensively in all sorts of media, surely smaller companies should feel it incumbent to set aside a substantial sum each year for that purpose.

NATIONAL NEGRO INSURANCE GROUP MEETS IN MEMPHIS

MEMPHIS, Tenn.—Headed by its chairman, F. A. Young, agency director of the Louisiana Industrial Life Insurance company of New Orleans, the National Negro Insurance Week committee met in this city as guest of the Universal Life Insurance company, Friday and Saturday, November 17 and 18.

After a series of pep songs by the group and prayer, the meeting was declared open by Chairman Young. This meeting developed into one of the most constructive and helpful ones held in the 18 years since organization.

Topics Discussed

The following topics were profitably discussed: "The National and State Essay Contest" led by George W. Cox, vice-president and agency director of the North Carolina Mutual Life Insurance company, Durham, and chairman of the essay committee; "Publicity and Literature," led by B. G. Olive Jr., vice-president and agency director of the Universal Life Insurance Company of Memphis, Tenn., and chairman of the publicity committee; "Literature," led by C. L. Townes, secretary of the National Negro Insurance association and secretary-manager of the Virginia Mutual Life Insurance company of Richmond, Va.; "Recommendations" offered by the chairman, J. G. Ish, agency director of the Supreme Liberty Life Insurance company of Chicago, Ill.; and "Agency Officers Program," led by J. H. Coates, chairman, assistant director of agency of the Universal Life Insurance company, Jackson, Miss.

The essay contest, both national and state, for 1940 was adopted and the following subject selected: "What Life Insurance Does for Negro Youth." This contest begins February 15 and ends April 30 1940. All junior and senior high school students are eligible.

B. G. Olive, chairman of the publicity committee, urged an increase in general publicity of the various insurance programs which the committee approved.

C. L. Townes, chairman of the literature committee, recommended that literature carrying facts concerning the progra of the association along with pictures of the three national essay prize winners be distributed to all schools, churches and other organizations in order that the public may be better acquainted with the association. J. G. Ish, chairman of the recommendations committee, won the approval of the body when he proposed that the day preceding the opening of the annual national convention be designated as a meeting day for the National Negro Insurance Week committee which shall be conducted by agency officers and assistants of all member rcompanies.

J. H. Coates, chairman of the agency officers program committee deferred his report in order that further study be given important work of this committee. This report will be submitted at a later date.

A reception in honor of the visitors was held Friday evening.

The following representatives of the various companies were present: Jeff Ish of the Supreme Liberty Life, Chicago; George W. Cox, David Deans and J. L. Wheeler of the North Carolina Mutual Life Insurance company, Durham; F. A. Young and A. V. Williams and Dr. P. P. Cruezot, the Louisiana Industrial Life Insurance company New Orleans; C. L. Townes, Virginia Mutual Benefit Life Insurance company, Richmond; Charles Greene, Atlanta Life Insurance company, Atlanta; Nick Martin, E. E. Broaden, of the Century Life Insurance company, Tampa, Fla.; A. D. Doss, Mammouth Life Insurance compayn, Louisville, Ky.; J. E. Smith, the Domestic Life Insurance, Louisville, Ky.; Mr. Campbell, Dunbar Mutual, Cleveland Ohio; A. P. Bentley, Fireside Mutual of Columbus, Ohio; J. Bernard Nichols, Pilgrim Health and Life Insurance company, Augustus, Ga.; Sheridan Jackson Jr., of the Richmond Beneficial Life Insurance company, Richmond, Va.; L. Johnson of the Good Citizen Life Insurance company, New Orleans, La.; M. M. McGaughey, Western Mutual Life Insurance company, Dallas, Texas; Dr. J. E. Walker. B. G. Olive Jr., M. S.

INSURANCE- 1939
LIFE

NORTH CAROLINA

These North Carolina Agents Made The Grade

Tribune 11-23-39 Philadelphia, Pa.

The above group, members of the local agency staff of the North Carolina Mutual Life Insurance Company of Durham, N. C., are spending Thanksgiving Day in Durham as the guests of the Home Office, as a reward for reaching their quota in a drive for new business conducted by the Company's branches last month. The local quota was $100,000, but the group here "went over the top" with $214,000. The entire quota of $1,000,000 was reached.

In the group, reading left to right, are: seated, J. B. Deans, manager; William T. Fuller, Mrs. E. L. Shields, Alton C. Berry and Calvin Robinson. Standing: Maceo A. Sloan, Willis Harrison, G. A. Pannell, Daniel A. Spaulding, Geo. Wade and Lawrence W. Reaves.

INSURANCE - 1939
LIFE

Greensboro, N. C. News
January 15, 1939

BUSINESSES OPERATED BY NEGROES ADVANCE

North Carolina Mutual Life Insurance Company Cited As Example.

By C. C. SPAULDING.

President North Carolina Mutual Life Insurance Company, Durham.

During 1938 businesses operated by negroes in North Carolina kept pace with the onward march of the nation's progress. We are proud to be citizens of a state which offers to all of its people, irrespective of face, an opportunity for advancement in all phases of human endeavor.

Statistics reveal that employment opportunities and the wage scale for negroes in North Carolina are above the average of many communities in the southern states.

As an indication of what can be done by negroes in North Carolina we point with pride to our organization, the North Carolina Mutual Life Insurance company, of Durham. This institution was founded in 1898, and today is one of the largest negro business institutions of its kind in the world.

The company was founded by John Merrick, a far-sighted negro who forsook his barber's chair for the insurance field in the then small town of Durham, and has grown to its present large proportions through the steadfast ideal of service to the race.

First offices were in a rented room at $2 a month, with a desk and typewriter as physical equipment. Today the company has its own large home office, a six-story structure in Durham, assets of $5,329,827 and insurance in force of approximately $50,000,000. The company celebrated its 40th birthday by opening offices in Pennsylvania. Previously it was licensed to do business in North Carolina, South Carolina, Georgia, Virginia, Maryland, Tennessee, Alabama and the District of Columbia. The company has over 1,000 employes and 250,000 policyholders.

When the North Carolina Mutual entered the insurance field the negro was greatly handicapped in any line of business. Public education for the race was then at a low ebb. The income of the race was equally low. In that day, many members of the race were forced to ask friends for burial money when a member of the family died. Hat-passing for burial money was a common practice; today it is practically non-existent.

The North Carolina Mutual has not only been a member of that parade of progress; it has been an active participant. It has witnessed the development of the negro along all lines, and has been a leader in that development. It has always endeavored to encourage a feeling of racial pride, to develop the talents of the negro, to stimulate them to a feeling of responsibility for better citizenship.

Starting in the insurance field without experience, the company's founder, John Merrick, and co-founder, Dr. Aaron M. Moore, were encouraged in their efforts by white business leaders and given practical advice on technical problems by other insurance executives.

This story of the growth of the North Carolina Mutual is told here not to gain publicity for the company, but to bring to the attention of North Carolinians the fact that negroes have a great opportunity in this state. Our educational facilities are good and getting better ever yyear. Negroes can work out their own salvation in this state; it all depends on the individual.

Durham, N. C., Morning Herald
January 4, 1939

DURHAM CAN SAVE ON FIRE INSURANCE

Commissioners Hear County And City To Benefit By 25 Percent Reduction

The county and city will be able to save approximately 25 percent on their fire insurance as a result of a reduction recently ordered in the rate on public buildings in North Carolina, W. J. O'Brien, local insurance broker, told the county commissioners yesterday.

In order to obtain immediate benefit from the rate reduction, however, it will be necessary for the two governmental bodies to cancel their old policies and re-insure with the same companies, O'Brien said.

In the case of the county government, a saving of approximately $400 can be effected on 1939 insurance, O'Brien said. The county's insurance bill at present is around $1,500 annually.

T. A. Hamme, county farm agent, presented his annual report to the commissioners and gave a brief summary of his work among the Negro farmers. Hamme said the outstanding event of the 1938 program was the growing of 132.8 bushels of corn on an acre of land tended by Joseph Mack, 4-H club member. The yield probably was the highest for any Negro 4-H club member in North Carolina last year, he said.

The plan adopted last year of giving intensive supervision to two communities in the county will again be followed in 1939, Hamme said. Special attention this year will be given to the Bragtown and Bahama sections, he told the board.

Richmond Agents Feted By N. C. Mutual

The Richmond district agents of the North Carolina Mutual Life Insurance Comany were given a banquet in Slaughter's Hotel in Richmond recently. This was a feature of the annual meeting of agents in the district held in the offices of the Richmond district headquarters in the Southern Aid Building on Friday, February 10. Thirty-three agents were in attendance.

North Carolina Mutual Shows Business Gain

Assets Increased Nearly Half Million In 1938; New Insurance Four and One Half Million

Special to Journal and Guide

DURHAM, N. C.—Reviewing the records of North Carolina Mutual for the year 1938, President Spaulding pointed out in his recent message to policy holders that the assets of the company increased from $5,108,472.22 to $5,498,188.02 and the insurance in force increased from $41,521,952.00 to $44,141,607; that the morbidity and mortality experience of the company was favorable and that evidence of increased interest in the company of policyholders and the general public was shown by 104 students in the 1938 graduating class of Tuskegee Institute, Tuskegee, Alabama, who insured their lives with N. C. Mutual under twenty-year endowment policies in favor of that school and for the benefit of its endowment fund; also that on July 11, 1938 the company wrote its first group insurance policy on employees other than its own. There is under that coverage 162 employees of the Jobbers' Pants Factory of Martinsville, Virginia for $84,000.

COMPANY'S POLICY-HOLDERS SERVICE

During the year 1938 payments to policyholders and beneficiaries amounted to $872,412.74, including $106,813.19 matured endowments and $130,216.54 cash values of policies surrendered, bringing the total payments to policyholders since organization to $17,364,115.97. During the year the company paid taxes for federal and state old age benefits in the sum of $16,710.05, and for unemployment compensation, $18,786.83, a total of $35,496.88.

In harmony with the view that life insurance companies should be interested in the economic development of the people in the communities from which premiums are received, North Carolina Mutual continues its mortgage loan program. During the year 1938 it invested $70,037.68 in thirty-five regular mortgages and $188,461.78 in sixty-nine Federal Housing Administration loans in the territory in which it operates. Through the Life Extension Bureau of the Medical Department of the company, upward of 100,000 pieces of health literature were distributed last year.

PUBLIC WELFARE ACTIVITY

The officers and employees of the company have maintained and perpetuated the spirit of the founders. In addition to giving their moral and financial support to every worthwhile local and national welfare agency, eight $100 scholarships are made available each year through the Merrick-Moore-Memorial Scholarship Fund. One additional scholarship will be added during 1939 for the state of Pennsylvania.

ENTERS NEW TERRITORY PENNSYLVANIA

On August 23, 1938 operations of the company were extended to the State of Pennsylvania and a branch office was established in Philadelphia.

ANNUAL MEETINGS

The months of January and February each year are set aside by the company as the period for the annual meetings of the policyholders, board of directors, and district agencies. On January 9, the policyholders of the company held their annual meeting at the home office in Durham and received with enthusiasm the sixteenth annual report of the President, C. C. Spaulding. This was the Fortieth annual policyholders meeting and a very important occasion in the life of President Spaulding, as it commemorated his Fortieth Anniversary with the company.

The annual meeting of the board of directors was also held on January 9. There were no changes in the personnel of either the directors or officers of the company. The official staff for the ensuing year is as follows:

OFFICERS

C. C. Spaulding, President; W. J. Kennedy, Jr., Vice-President-Secretary; E. R. Merrick, Treasurer-Vice President; R. L. McDougald, Vice-President; Clyde Donnell, M.D. Vice-President-Medical Director; W. D. Hill, Assistant Secretary-Comptroller, J. S. Hughson, Asst. to Treasurer; M. A. Goins, Asst. Secretary; G. W. Cox, Vice Pres.-Director of Agents; D. C. Deans, Asst. Director of Agents; J. L. Wheeler, Asst. Director of Agents; A. T. Spaulding, Asst. Secretary-Actuary; Bessie A. J. Whitted, Cashier.

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On Friday, February 10, the annual meeting of the company's district agencies in the States of Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, Georgia, Alabama, Tennessee and the District of Columbia was held. At 12 o'clock noon on that day the agents of each district answered the roll call, reported the amount of new insurance they had written for the occasion and received the company's program for the year 1939.

North Carolina Mutual Assets Increased From $5,108,472.22 To $5,498,188 During 1938

Insurance In Force From $41,521,952 To $44,141,607; C. C. Spaulding Reveals On 40th Anniversary

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He also pointed out that the morbidity and mortality experience of the company was favorable and that evidence of increased interest in the company by policyholders and the general public was shown by 104 students in the 1928 graduating class of Tuskegee Institute, who insured their lives with the North Carolina Mutual under 25-year endowment policies in favor of that school and for the benefit of its endowment fund.

In his message to the policyholders, Spaulding commented on the onward march of life insurance both in the United States and throughout the world. He referred also to the National Negro Insurance Association, composed of a majority of the 48 life insurance companies under the management of Negroes in the United States, as representing the most tangible evidence of the Negro's ability to develop and perpetuate big business.

The combined assets of these companies at the close of 1938 was estimated to be approximately $20,000,000, and the amount of insurance in force approximately $300,000,000", he said.

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The North Carolina Mutual

WE direct your attention, with pardonable pride, to the advertisement of the North Carolina Mutual Life Insurance Company, which appears on another page in this week's issue.

The annual report of the president, C. C. Spaulding, who has been with the company from its founding 40 years ago, showed definite progress during 1938. The assets of the firm jumped by $389,715.80, while the insurance in force showed an increase of $2,619,655. That is BIG BUSINESS.

Particular reference was made of the company's entry into Pennsylvania and the bright prospects in this State.

The company not only lives up to its contracts with its policyholders — thus providing ready cash when needed—but bolsters the economic life of the racial group by its mortgage loan, FHA loan, and free health service.

Of particular interest to Pennsylvania is the announcement that the Merrick-Moore Memorial Scholarship Fund will add a $100 scholarship for Pennsylvania to the eight already in existence for other sections of the company's territory.

FIRST WOMAN OFFICER OF COMPANY

MRS. BESSIE A. J. WHITTED, cashier of the North Carolina Mutual Life Insurance Company of Durham, who is one of the several graduates of the old Scotia Seminary of Concord, N. C., who made good in life. Entering business in 1905, Mrs Whitted joined the Mutual in 1906 and has been continuously on the job in Durham since 1907. In 1916 she became cashier of the company, and since that time has handled every penny of the millions of dollars flowing through this now five million dollar concern. In 1931 Mrs. Whitted was made an officer of the company, being the first woman so honored in the history of the organization. As president of Rho chapter of Iota Phi Lambda sorority, Mrs. Whitted takes an active part in the cultural life of Durham, and as organizer and leader of the company's glee club, she has made many radio appearances. She is a member of the St. Joseph AME church choir in Durham and an active community worker.—(Calvin Service).

Goal Reached in National Negro Insurance Drive

Handles Millions

Durham, N. C., June 3 (ANP)—Although all reports from National Negro Insurance week (May 8-13) are not yet in, and no official statement of figures is available, it is reliably reported that advance indications that the goal — $20,000,000 of life insurance written by Negro-managed companies during insurance week has been reached.

Speaking of the national essay contest sponsored by the Insurance Week committee, G. W. Cox, committee chairman and a vice president of Durham's North Carolina Mutual Life, said this week.

"We estimate that there are some 3,000 to 5,000 essays in the process of being judged; approximately $1,000 in state and national prizes will be distributed to the successful essayists. The United States was divided into five districts, and there were 21 national judges appointed, strategically located, to read the essays in order to decide upon winners of national prizes.

MRS. BESSIE WHITTED

Millions of dollars have been handled by Mrs. Bessie A. J. Whitted in her position as cashier of the North Carolina Mutual Insurance Company at Durham. She has been with this company since 1905 and in 1931 was the first woman to be named an officer of the organization. (Calvin).

N. C. Mutual Life Ins. Co Holds Annual Meeting

This company celebrated its Fortieth Birthday on October 20, 1938 at which time the eventful years of its history were recounted in graphic stories which appeared in many of the Negro weekly newspapers, magazines, and particularly in the Fortieth Anniversary edition of the company's house organ, THE WHETSTONE.

The months of January and February each year are set aside by the company as the period for the annual meetings of the policyholders, board of directors, and district agencies. On January 9, the policyholders of the company held their annual meeting at the home office in Durham and received with enthusiasm the sixteenth annual report of the President, C. C.. Spaulding. This was the Fortieth annual policyholders meeting and a very important occasion in the life of President Spaulding, as it commemorated his Fortieth Anniversary with the company.

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The Onward March of Life Insurance

In his message to the policyholders, President Spaulding commented on the onward march of life insurance both in the United States and throughout the world. He stated that the total amount of life insurance in force in the United States and Canada as of December 31, 1938 was approximately, $110,300,000,000, an average coverage of $1,725.00 on about 64,000,000 lives. He further stated that the estimated total volume of life insurance outstanding in the entire world was $164,000,000,000 and that the European countries accounted for approximately 22 per cent of this total.

The National Negro Insurance Association

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N. C. Mutual's Record

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NATIONAL NEGRO LIFE INSURANCE WEEK SEEKS $20,000,000 IN BUSINESS

DURHAM, N. C.—(C—A goal of $20,000,000 in new business has been set by the National Negro Insurance Week Committee, according to G. W. Cox, chairman. Last year this goal was set and the business realized was $14,000,000. Mr. Cox says the old goal is again being set with the expectation of reaching it this year, the week of May 8-13.

A total of $175.00 will be spent in three prizes for essays on "The Relation of Insurance Service to the Economic Needs of the Negro." First prize is $100, second prize $50, third prize $25. Essays must not be more than 500 words long, and may be turned in between April 1 and May 15.

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DURHAM, N. C.—The assets of the North Carolina Mutual Insurance Co increased from $5,108,472.22 to $5,498,188.02, and the insurance in force increased from $41,521,952.00 to $44,141,607, in 1938, according to C. C. Spaulding, President, who revealed the statu of the company to officers and policy holders during the 40th anniversary celebration on October 20, 1938.

He also pointed out that the morbidity and mortality experience of the company was favorable, and that evidence of increased interest in the company by policyholders and the general public was shown by 104 students in the 1928 graduating class of Tuskegee Institute, who insured their lives with the North Carolina Mutual under 20 year endowment policies in favor o that school and for the benefit of it endowment fund.

In his message to the policyholders Spaulding commented on the onward march of life insurance both in the United States and throughout the world. He referred also to the National Negro Insurance Association, composed of a majority of the 48 life insurance companies under the management of Negroes in the United States as representing the most tangible evidence of the Negro's ability to develop and perpetuate big business.

The combined assets of these companies at the close of 1938 was estimated to be approximately $20,000,000, and amount of insurance in force approximately $300,000,000," he said.

During the year 1938 North Carolina ments to policyholders and beneficiaries amounted to $872,412.74 including $106,813.19 matured endowments and $130,216.54 cash values of policies surrendered, bringing the total payments to policyholders since organization to $17,364,115.97. During the year the company paid taxes for federal and state old age benefits in the sum of $16,710.05 and for unemployment compensation, $18,786.83, a total of $35,496.88.

The officers and employees of the company have maintained and perpetuated the spirit of the founders. In addition to giving their moral and financial support to every worthwhile local and welfare agency, eight $100 scholarships are made available each year through the Merrick-Moore-Memorial Scholarship fund. One additional scholarship will be added during 1939 for the state of Pennsylvania.

The annual meeting of the board of directors was also held on January 9. There were no changes in the personnel of either the directors or officers of the company. The official staff for the ensuing year is as follows:

Race Urged to Support Insurance Companies

Journal and Guide 4-15-39

Norfolk Va

Leaders of Four Companies Speak At Mass Meeting

The insurance mass meeting sponsored by the four Negro insurance companies operating in this area, held at the First Calvary Baptist Church of which the Rev. O. J. Allen is pastor, Easter Sunday, gave to Norfolk citizens revealing information concerning the biggest business undertaking of the race.

The program was featured with speeches by officials representing the home offices of the various companies, interspersed with excellent musical numbers by the choir of the First Baptist Church and the Belleville Female Quartet of Portsmouth.

S. H. Bell, superintendent of the local district of the Southern Aid Society of Virginia, acted as master of ceremonies.

George W. Cox, vice president and agency director of the North Carolina Mutual Life Insurance Company of Durham, N. C., was introduced by F. W. Merritt, local district manager for that company. Mr. Cox gave an interesting historical sketch of Negro insurance companies from the beginning to to the present time. He urged to the Negro public to have confidence in these institutions some of which have been in active operation for a half century paying every legitimate claim.

JOB OPORTUNITIES

Dr. G. Hamilton Francis, introduced by G. R. Jackson, local assistant manager of the Virginia Mutual Benefit Life Insurance Company of Richmond, Va., delivered one of the principal addresses. Dr. Francis, vice president of the organization, spoke on the employment opportunities in Negro life insurance. Stating that these companies already employ more than 5,000 persons of color, he assured the group that even a larger number could be put to work if they received better cooperation from the Negro people.

Harry C. Homan, local district manager of the Richmond Beneficial Life Insurance Company, introduced the secretary-manager of his company, C. Bernard Gilpin, of Richmond, Va. Mr. Gilpin showed conclusively how Negro insurance companies had lifted the economic status of the Negro race. With facts and figures, Mr. Gilpin assured the group that Negro homes had been saved, that the success of this business had proved more than an inspiration of smaller Negro businesses, that through these mediums our race has been taught to be more thrifty. He concluded with the fact that all Negro insurance companies, though competitors, were organized and worked energetically with and for each other.

W. A. Jordan, secretary-manager of the Southern Aid Society of Virginia with home offices in Richmond, Va., introduced by S. H. Bell local district manager, was the final representative of Negro insurance companies. Mr. Jordan, speaking in behalf of the Southern Aid assured the group, in speaking on the advantages of insuring with Negro companies, that dollar for dollar more was to be gained by investing with these institutions. He urged that a fuller cooperation be given them so that even greater opportunities of employment and racial wealth could be created through savings of individual policy holders.

P. B. Young, editor of the Journal and Guide, spoke briefly on the fine progress made by Negro insurance companies, and assured them that the continued growth of these companies over a period of years evidenced the splendid confidence of the Negro insuring public. He suggested that these companies must continue the splendid work and last but not least advertise more.

Benediction was offered by the Rev. E. C. Walton, assistant pastor to the Rev. O. J. Allen.

Officers

C. C. Spaulding, President; W. J. Kennedy, Jr., Vice-President-Secretary; E. R. Merrick, Treasurer-Vice President; R. L. McDougald, Vice-President; Clyde Donnell, M. D., Vice President-Medical Director; W. D. Hill, Assistant Secretary-Comptroller; M. A. Goins, Assistant Secretary; G. W. Cox, Vice President-Director o Agents; D. C. Deans, Assistant Director of Agents; J. L. Wheeler, Assistant Director of Agents; A. T. Spaulding, Assistant Secretary-Actuary; Bessie A. J. Whitted, Cashier; J. S Hughson, Assistant to Treasurer.

Directors

C. C. Spaulding, W. J. Kennedy, Jr E. R. Merrick, R. L. McDougal Clyde Donnell, M. D., J. L. Wheele G. W. Cox, A. J. Clement, W. D Hill, D. C. Deans, M. A. Goins, A T. Spaulding.

Speakers at Insurance Meeting

JAMES T. CARTER

G. BERNARD GILPIN

GEORGE W. COX

DR. G. HAMILTON-FRANCIS

INSURANCE-1939
LIFE

PENNSYLVANIA

Union Mutual Association Acquires New Home Buildings Plans Four-Day Celebration

Business Started In 1921 With 1 Clerk. One Agent; More Than 50 Agents And Clerks Now Employed

A four day celebration, beginning next Monday and continuing through Thursday, will mark the opening of the new home office building of the Union Mutual Association at 20th and Master streets at Ridge avenue. The office was formerly located at 2023 Ridge avenue.

A public meeting at the Wayland Temple Baptist Church, Master street near 23rd, on Wednesday night, will feature the celebration. Principal speakers will be Rev. C. M. Smith, pastor of Wayland Temple church; Dr. Leslie Pinckney Hill, president of Cheyney Teachers' College at Cheyney, Pa.; Raymond Pace Alexander, attorney; Junius Gray, and Hobson R. Reynolds, members of the State Legislature.

FOUNDED IN 1921

The Union Mutual Association was founded by J. Robert Saxon, present secretary-manager, in 1921. He started what is now one of Philadelphia's most successful businesses with but one clerk and one agent, in the Citizens and Southern Bank Building 19th and South streets. Today, however, the Association gives employment to over 50 agents and clerks.

Continued success for the next six years necessitated more help and greater office space. Thus, in 1927, the Association moved from the bank building to the Ridge avenue address, where the business expanded through the following 12 years up to the present time.

BISHOP FIRST PRESIDENT

The new office at the intersection of 20th and Master streets and Ridge avenue is adequate to house 100 or more clerks and agents. It faces all three thoroughfares.

Rt. Rev. R. R. Wright, Jr., Bishop of the South African District of the AME Church, was the first president of the Union Mutual Association. He resigned in 1937.

The present officers of the Association are: Bishop D. H. Sims, prelate of the first Episcopal District of the AME Church, president; M. T. Somerville, vice president; J. Robert Saxon, secretary-manager; and Rev. J. C. Beckett, treasurer. Members of the board of directors are: Bishop Wright, Saxon, Rev. Mr. Beckett, Somerville, W. B. Williams, W. K. Hopes, S. E. Robertson, C. A. Curry and P. C. Williams.

INSURANCE-1939
LIFE

PENNSYLVANIA

Industrial Life Insurance Co. To Give 3 Cook School Prizes

For years the Industrial Life Insurance Company and The State Mutual Benefit Society have cooperated with the Philadelphia Tribune in making a success of the Cooking School. Each year these companies take this means of expressing their appreciation to those who attend—(so many of whom are among those insured in the Industrial and State Mutual)—who show such courtesy and friendly cooperation with the representatives of these companies.

This year as in the past three prizes will be awarded each evening and three special prizes will be given for the Cake Baking Contest. Each evening the first prize will be a set of dishes, the second prize a lamp table, and the third prize a scatter rug. The prizes for the Cake Baking Contest will be, first a rust colored down quilt, silk covered; the second prize a Kenwood all wool blanket; and the third a candlewick spread.

Each evening all ladies attending will be presented with a flower with the compliments of the Industrial and the State Mutual. Thousands of blooms are handed out each evening. Mr. John White, an agent of the Industrial and the State will be in charge of the booths of these companies, assisted by various other agents of these companies. Mrs. John White will act as hostess.

FINANCIAL STATEMENT

Pittsburgh Courier

Universal Life Insurance

Pittsburgh, Pa.

MEMPHIS Company TENNESSEE

ASSETS

Real Estate	$ 197,696.59
First Mortgage Loans	329,894.78
Bonds (State and Municipal)	157,625.32
Stock	5,000.00
Loans Secured By Company's Policies	46,018.64
Bank Deposits and Cash in Transit	35,937.96
Agent's Debit	22,212.62
Interest Due and Accrued	28,496.27
Rent Accrued	189.25
Net Uncollected and Deferred Premiums	50,144.07
Furniture and Fixtures	25,000.00
Total	$ 898,215.50

LIABILITIES

Reserve On Outstanding Policies	$ 569,117.00
Death Claims (Not Completed 12-31-38)	9,984.05
Commissions and Bills	660.27
Medical Fees and Inspections	755.35
Legal Fees	1,750.00
Premiums Paid In Advance	934.28
Interest and Rent Paid In Advance	1,164.77
Estimated Amount of Taxes	21,120.43
Capital Stock and Surplus	292,729.35
Total	$ 898,215.50

Universal Life Insurance

MEMPHIS Company TENNESSEE

Insurance Concern Converted; Buys Home Office Site

HOUSTON, Texas, (AINS) — The Watchtower Mutual Life Insurance Company, this city, has been converted into an old-line, legal reserve, capital stock company, operating under the name of Watchtower Life Insurance Company.

President T. M. Fairchild announced the recent purchase of a downtown business site. The property, which included two parcels, will be developed at some future time as the company's home office building.

Southern Aid Earns $39.000

RICHMOND Va., — The forty-sixth annual meeting of stockholders of Southern Aid Society of Virginia, Inc., was held on Monday, in the home office building with a majority of the 300 shareholders represented.

The company experienced its best year since 1928. Gross receipts exceeded $697,000, although the company charged off a number of accounts, due to the depression, it showed a gross profit of over $39,000.

$50,000 in Bonds

Among the other features of the year's operation were the investing of over $50,000, in city bonds with favorable claim experience, the company also improved its rates and contracts for its agents and laid the foundation for a larger business.

The shareholders realizing that during the year the company experienced the loss of its pioneer secretary-manager and other long-time officers and employees, readily commended the officers and the other employees. Following the business session a luncheon was served by William Rush and Junius A. Perkins, caterers.

The following officers and directors were re-elected by the stockholders:

James T. Carter, president and general counsel; B. A. Cephas, vice president; A. Washington, vice president; W. A. Jordan, secretary-manager; J. E. Hall, Jr. assistant secretary-manager; W E. Baker, treasurer; W. E. Randolph, Charles N. Jackson, A. D Price, Jr., and Percy Wilson, directors.

Among the out-of-town shareholders were S. H. Bell, Norfolk S. E. Allen, B. R. Powell, J. H Threatt, Mrs. Mamie Stevens and Miss Parthenia Davis of Petersburg and Miss Kathleen Thomas, Orange, Va.

IF THE RECORD of the Southern Aid Society of Virginia is a good barometer—and it should be—economic conditions among Negroes in Virginia are improving. This company reported, at its recent stockholders meeting in Richmond, having experienced the best year it has had since 1928. That is a complete return to pre-depression business conditions, when employment was at its peak. The company reported gross receipts of $697,000.00 and gross profits of $39,000.00. During 1938 Southern Aid lost by death its pioneer secretary-manager, Booker L. Jordan, who started in the ranks with the company. He was succeeded by his brother William A. Jordan, another pioneer, who had been next to his brother as assistant secretary-manager. It seems that Southern Aid always has "an ace in the hole," and to fill the vacancy created by the elevation of "W. A." the directors promoted James E. Hall, who has been with the company 27 years, working his way up through the ranks. He was assistant to W. A. Jordan when the latter was superintendent of the Richmond district, and was for 14 years head of the Washington district. Like his chief, he is a hard-boiled, hard worker, full of vim, vigor and virility, which mean the same thing. Unlike his chief, who has never permitted his picture to appear in a newspaper, Mr. Hall has been "shot" by newspaper cameramen.

Southern Aid Assets Near Million Mark

Policyholders Protected By Examinations

RICHMOND, Va. — Policyholders (investors for immediate and future security), like depositors in banks, are not only protected by the rigid Federal and State laws and frequent examinations of the companies, but by requiring them to publish annually the important features of their accounts and stewardship. These policyholders and the public can, therefore, readily appraise the value of the securities behind their policies.

The Southern Aid Society of Virginia, Inc., the race's oldest existing legal reserve insurance company, was a pioneer among race companies in publishing its financial standing. Conforming to this necessary procedure, it is displaying in another section of this paper its 46th annual financial report showing assets of nearly a million dollars.

Readers who have followed this company's history, and especially its financial status, will readily note that during 1938 the company made remarkable progress as is indicated in the growth of its assets. Among the notable improvement shown in the statement are the increase in investments in high-grade Federal, State and county bonds, the building up of regular and special reserves to protect not only each policy issued but to provide for any fluctuation in its investments.

LIBERAL POLICY CONTINUED

This company continued during the past year its liberal policy of paying promptly each and every claim arising against it, and in providing dignified and profitable employment to a constantly increasing personnel. The company's premiums not only provide insurance protection and security to the policyholder, but also open doors of employment to hundreds of young men and women.

At the recent annual meeting of the company the stockholders were so pleased with the progress shown during the past year that they re-elected by acclamation the folowing directors and officers:

James T. Carter, president; B A. Cephas, vice president; A. Washington, vice president; W. A. Jordan, secretary-manager; J. E. Hall, Jr., assistant secretary-manager; W. E. Baker, treasurer. These and the following constitute the board: Charles N. Jackson, A. D. Price, Jr., W. E. Randolp, and Percy Wilson.

SOUTHERN AID SOCIETY WORTH $902,308.96; $122,456,41 IN CASH

RICHMOND, Va.—(C)—The Southern Aid Society of Virginia has assets of $902,308.96, of which $122,456.41 is in cash, according to a statement of condition as of December 31, last, just published. The company has paid claims of $7,752,257.19 since its organization 46 years ago.

Wins 1st Hampton-Union Ducats

DENNIE HYMES, left, the largest debit collector in the Virginia Mutual Life Insurance Company during October, who was recently awarded the first set of tickets to the Hampton-Union Thanksgiving Day football game and reception at the Mosque Ballroom, in Richmond, by Booker T. Bradshaw, recently.

Two years ago, when the Virginia Mutual won the national prize, it was awarded largely through the efforts of Mr. Hymes. October was recognized as the National Negro Insurance Association Collection month.